

Board of Directors Meet

The North American Limousin Foundation Board of Directors conducted its summer meeting August 24-25 in Denver, Colorado. Fiscal year 2011-2012 planning and budget discussions dominated the agenda. In the end, the board approved a balanced budget. This "Members Memo" includes key actions. A summary of approved motions is in the secured, members-only portion of the NALF website.

NALF Hires Anderson as Executive Director

The North American Limousin Foundation hired Mark Anderson, a Colorado native from Eaton, as the organization's new Executive Director. Anderson was hired in May of this year and has been busy getting settled in at NALF. In NALF's primary leadership position, Anderson is responsible for executing policies and programs regarding the Limousin herdbook, animal performance, member and industry relations, breed marketing and promotion, finances, staffing, strategic planning and member services. Anderson brings to the breed over 29 years of industry experience and expertise.

Nominating Committee Names Initial Candidates

The Nominating Committee has slated Mat Lewis, Colorado (second term); Charles Linhart, Iowa (second term); Harris Mosher, Pennsylvania (second term); John Goodish, Pennsylvania; and Fred Wacker, Montana, as candidates for the NALF Board. If you or your possible candidate were not selected by the nominating committee, you or your possible candidate can petition as a member-at-large.

To qualify as a member-at-large, the candidate must have at least 15 qualifying signatures from Lifetime, Founder or Annual Members on the petition style form available on the NALF website or 15 letters of support may be used in replacement of the signature form. The completed form or letters must be in the NALF office by October 15.

All candidates (nominated or member-at-large) will have their biographies published in the December issue of Limousin World and will be placed on the official ballot.

If you are not able to attend the annual meeting (during the NWSS), you may request an official ballot from the NALF office prior to December 1. You must submit a letter to the NALF office requesting an absentee ballot. A form letter is available on the NALF website to place the request.

Advertising Funds Allocated

State associations that applied for marketing assistance should have received notification from the NALF office by now

concerning their funding allocations. The board budgeted \$11,000 for the 2011-2012 State Cooperative Marketing Program. It directed another \$1,000 to the Breeder Cooperative Advertising Program.

The board also budgeted \$19,000 for placing the breeds' messaging in five different national and regional outlets for the coming year.

Limousin's 50k Panel

NALF and Igenity will work in cooperation with Limousin breeders to further develop the Limousin specific panel and the potential for genomic-enhanced EPDs. NALF is currently working to collect DNA samples for a validation population for research and development from high-accuracy sires and dams for Igenity. Contact Joe Epperly in the NALF office for further information about genomically-enhanced EPDs.

NALF's Foundation Cow Changes

In recent years, several major breed associations have identified several deleterious mutations in their respective breeds. The American Angus Association has identified Arthrogryposis Multiplex (AM), Neuropathic Hydrocephalus (NH) and Contractural Arachnodactyly (CA). The Red Angus Association of America has identified Osteopetrosis (OS). Tibial Hemimelia (TH) and Pulmonary Hypoplasia with Anasarca can be found in the Shorthorn, Maine Anjou and Chianina breeds. These genetic defects are simple recessive in nature and result in calves that are either born dead or die soon after birth with the exception of CA which causes calves that are phenotypically impaired and are typically poor performing throughout their lives.

In order to protect the integrity of the NALF herdbook and its members from unknowingly introducing genetics with known defects into the population, cows with undocumented parentage, known as foundation cows, and their direct offspring that enter the Limousin herd book will be subject to the following rules beginning January 1, 2012.

Any animal presented for registration that has an undocumented parentage:

- 1) If an undocumented dam is tested free of above genetic defects, the dam may enter the herdbook with a unique herd prefix and tattoo. Subsequent offspring may be recorded given that the sire is also tested free or free by pedigree for known genetic defects.
- 2) The offspring of an undocumented dam who has not been tested may enter the herdbook if tested free of listed genetic defects.*

*Steers may be registered out of a foundation dam without the above requirements

LimMark & LimChoice Tag Program

As an expansion on the LimMark program, NALF is pleased to offer two different tags to showcase the diversity of the breed—LimMark and LimChoice.

These tags will be used to distinguish between cattle that are genetically superior in muscling and leanness, and more suited to a Select grading system of marketing; and those cattle with a focus on a higher marbling scores and more appropriately fit in a feeding system for the Choice quality grade. Cattle bred for higher levels of muscle and leanness will be tagged with the traditional sky-blue LimMark tag, while animals with a higher genetic disposition for intramuscular fat will be tagged with an orange LimChoice tag. To be eligible for either tag, cattle will have to be at least age- and source-verified.

To be eligible for the LimMark or LimChoice program, calves must have registered Limousin or Lim-Flex® parentage in either the first or the second generation. Therefore, cattle that have either a Limousin/Lim-Flex sire or dam or calves out of commercial dams that are sired by a Limousin/Lim-Flex bull are eligible for the program.

Verification of ranch processes and genetic merit premiums to the producer can be maximized and feeders can buy with confidence the cattle that genetically fit best within their respective programs. For more information on the verification process or genetic qualifications, check under the Commercial Programs tab at www.nalf.org or contact Joe in the NALF Commercial Marketing Department at 303/220-1693.

Bottom Line Changes

The revised commercial Bottom Line has been approved as a quarterly publication that will be distributed in December, March, June and September. The distribution list has grown to over 25,000 Limousin customers and potential customers. The publication will be a joint effort between Limousin World and NALF, and will be completely redesigned as a tabloid publication.

Advertising in the publication will be open to NALF member through the "Breeder's Spotlight" section. Interested members should contact the NALF office to place their business card advertisement.

Limousin Spurs

NALF is proud to announce a new membership program called the Limousin Spurs. The comprehensive membership recruitment program is open to all members who are in good standing. For every annual membership a current member facilitates, or encourages the renewal of an annual membership or lifetime member service fee for the same period, they will receive credit toward the program.

To receive credit, a program coupon must accompany the new or renewed membership. Recognition will occur annually during the annual membership meeting. Members who achieve the designated number of referral coupons will receive a gift

with the top recruiter receiving the Limousin Spur. The top recruiting state will also receive recognition.

The program will begin January 1, 2012. For more information, contact Kasey in the NALF office at 303/220-1693.

Transfer Lists

Effective September 1, 2011, NALF will no longer provide its transfer list or list of members to any source. This action is an effort to encourage members to transfer animals to the new owner. Members wishing to send information to these lists or any other may do so through a clearinghouse at a fee of \$.75 per name. For more information, contact the NALF office.

Feeder Calf Classifieds Are Open for Business

As part of its commitment to commercial cattle producers, NALF offers the Feeder Calf Classifieds. The web-based calf-listing service allows sellers to post their Limousin-influenced calves for sale in an easy-to-use, free, classified advertisement.

Potential buyers can browse all of the cattle for sale or use the search feature to narrow the offerings. Now, more than ever, it is important to have your customers' and your own calves listed because various buyers (including Strauss Brands, Laura's Lean Beef and Meyer's Natural) use them to source calves for their marketing programs. NALF staff members draw attention to the listing through regular communication with order buyers, feed yards and individuals interested in feeding Limousin-influenced calves.

To take advantage of the service, click the "Sale Barn" link on the NALF homepage. For assistance, contact Joe Epperly in the NALF office.

Data for Genetic Evaluation Due Next Month

The deadline to submit data for the next international Limousin genetic evaluation is November 15.

That deadline is especially important for producers of Lim-Flex® progeny from Angus and Red Angus parents that are not in the NALF herdbook. Without the data, their expected progeny differences (EPDs) will not be available for winter show programs or spring marketing materials. In addition, judges now receive all available EPDs at the major MOE shows.

Birth, weaning and yearling performance data in complete contemporary groups, docility scores, mature cow weight and body condition score are necessary for reliable EPDs. Breeders' data that are submitted are the raw material from which NALF computes genetic predictions. Members with carcass data for sire-identified animals with known birth dates are encouraged to submit them, too. The breed's competitive advantages, genetic improvement and ability to meet commercial customers' needs all depend on breeders' data collection and submission.

New EPDs will be available around January 1, 2012. NALF will post the spring sire summary on its website in mid-January.

Give Attention to Teat, Udder Scoring

With fall calving underway, NALF encourages its members to score their cows' teats and udders so the data can help guide future selection decisions.

The Beef Improvement Federation (BIF) has standardized guidelines for teat and udder scoring. The system requires a separate score for each, both on nine-point scales. Breeders should evaluate their cows within 24 hours after calving, and NALF has illustrations available to help assign scores. Check the NALF website or contact Joe Epperly in the NALF office for more information.

NALF plans to use udder and teat scores in genetic evaluation once members submit a sufficient number of records.

Major Exhibitions Approach

Fall Level 1 MOE Shows are just around the corner. The North American International Livestock Exposition (NAILE) has made significant changes to their Limousin show schedule. Please review the following information carefully and visit the respective show's websites for more detailed information regarding arrival and departure times before making travel arrangements.

Both the junior and open shows at the American Royal in Kansas City, Missouri, will be October 27, with Jeff Sargent evaluating the junior entries at 8 a.m., followed by Scott Schaake sorting the open show cattle.

The junior show at the NAILE will be November 13. The open show will be November 15. Jack Ward will evaluate the open show cattle. Please remember that for cattle to retain their MOE points, owners must submit their performance data to NALF by December 1. Please direct any MOE questions to Kasey Woolam in the NALF office.

Start Planning for Denver

The National Western Stock Show (NWSS) will include a change of days for the junior show, MOE show and the Pen and Carload shows. This is an exciting opportunity for the breed to showcase the advancements that have been made to a broader audience.

Cattle can arrive to the NWSS between January 3 and 6. Hill cattle will be checked in on the afternoon of January 7. Yard cattle will be checked in the afternoon of the 8. The NALF board of directors meeting will be the morning of January 8 prior to check-in. There will be an Emerging Leaders Academy and NALF board social that evening.

January 9 will include the NALF annual meeting in the morning followed by a mid-day social in the yards and will conclude with the membership banquet and the Genetics on Ice auction that evening.

January 10 will feature the junior Limousin and Lim-Flex® shows in the morning followed by the National Limousin Sale Parade and Sale that afternoon and evening. The MOE Limousin and Lim-Flex open show will be January 11.

The "Yards" show will be held January 12, along with the hamburger feed held in conjunction with the show.

The headquarters hotel is the Renaissance Denver off of I-70 and Quebec St. Please call 303/399-7500, to make your reservations. Remember to mention the North American Limousin Foundation to receive special rates.

To consign cattle to the National Sale, call American Cattle Services, 580/597-3006; KK Seedstock Consultants, 804/353-2220; or R&R Marketing Co., 615/791-8982.

All cattle in the national sale must be parent-verified and proto-tested before December 1; and consignors must register all embryo-transfer (ET) calves, which requires parent verification by December 1. Because Scidera Inc. (the parentage-verification laboratory, formerly known as MMI Genomics) operates on a limited holiday schedule, members must submit samples before November 15 to meet those requirements.

Spring Creeks Heifer to Headline Corner Post Package

Spring Creeks Cattle Co. of Wauzeka, Wisconsin, is donating the centerpiece of the Sixth Annual Corner Post Genetics Package, which will sell during the 2012 National Limousin Sale. All proceeds from the package will benefit the Corner Post Fund, which facilitates additional activities and scholarships for Limousin juniors.

Stay tuned to future communications from NALF and the North American Limousin Junior Association (NALJA) about the package. For information about contributing to the Corner Post Fund, contact Bret Begert at 806/375-2308 or Kasey Woolam in the NALF office.

Breed Advocates Deserve Attention

NALF honors a Commercial Producer of the Year, a Commercial Marketing Booster of the Year and a Limousin Promoter of the Year during the NWSS. Download a nomination form for each of those awards from the NALF website, or request copies from the NALF office. This year's nominations are due in the NALF office December 2.

Have a Very Limi Christmas

Show your Limousin colors to family, friends, colleagues and customers this holiday season. Visit www.boelte.com/cards to order Limousing greeting cards. Several cover designs and inside greetings are available. Boxes of 20 cards cost \$20. Personalizing cards is an additional \$10 per message per card style. The proceeds from each order benefit NALJA.

It's Time for a New Password

If you activated your secured, members-only portion of the NALF website more than a year ago, it is a good idea to change your password now, especially if you have shared your current one with someone else. Changing your password every 12 months or so is important protection against hackers.

Current Addresses Needed

To ensure you receive paperwork and other correspondence in a timely fashion, confirm your current mailing address, phone number and e-mail address with the NALF office. This is especially important if you have changed from a "rural route" address to a 911 address since establishing your NALF membership.

NALF will be distributing information electronically and it is imperative that we have your correct e-mail address. Contact Mary Zilk in the NALF office with updates or for confirmations. Provide your member number or herd prefix, including any others for family members or partnerships.

Help us Reach Local Newspapers

To get information about Limousin breeders to local newspapers, NALF needs the appropriate e-mail addresses for those publications. When sharing that information with the home office, be sure to include your membership number or herd prefix and the publication's name, city and state.

It is best to call a publication first and ask which address should receive news releases. Contact the NALF office for further details. MM

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AVERAGE EPDS 2009-2011 BORN CALVES

CE Direct	Birth Weight	Weaning Weight	Yearling Weight	Milking Ability	CE Maternal	Scrotal Circum.	Stayability	Dodility	Carcass Weight	Ribeye Area	Yield Grade	Marbling Score	\$MTI
7.9	1.7	44.4	81.9	21.1	4.2	0.4	18.0	16.9	21.7	0.51	-0.06	-0.04	43

AVERAGE EPDS 2009-2011 BORN LIM-FLEX CALVES

CE Direct	Birth Weight	Weaning Weight	Yearling Weight	Milking Ability	CE Maternal	Scrotal Circum.	Stayability	Dodility	Carcass Weight	Ribeye Area	Yield Grade	Marbling Score	\$MTI
8.2	0.2	47.0	90.8	25.0	2.9	0.4	16.3	12.9	24.7	-0.06	0.24	0.33	54

The year-letter code for 2011 is

Y

The year-letter code for 2012 is

Z