



Around THE WORLD

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Welcome to the 2009 commercial issue of *Limousin World*. I hope you find insightful information in this issue and for those first-time readers, you get a sneak peek at some of the first production sales coming up this spring in an area near you.

After flipping through just a few pages, it's obvious what this breed offers. There's nothing better suited for a set of British-type commercial cows than Limousin bulls and the resulting heifers from that mating make about as good a commercial female as you will find.

We are a new and improved breed. Limousin bulls offer calving-ease, rapid growth, moderate mature size and the balance of carcass traits the industry is demanding.

Limousin also offers a range in blood from fullblood to Lim-Flex, assisting cattlemen in maximizing heterosis in carefully planned crossbreeding programs. In other words, regardless of the genetic make-up of your cowherd, there is a Limousin bull out there suited to your needs.

As breeders, as we study the pictures, performance and carcass values of these bulls, we can take great pride in what they offer. But as we are patting ourselves on the back, I think there are a few things we could beat our chests a little harder about.

Any commercial rancher will tell you the number one trait of importance is calving-ease. As we've made vast improvements in other areas like docility, fertility and milking ability, it seems we

have gotten away from reminding people what has made us so widely accepted in the cattle industry over the past four decades. That is calving-ease and muscle.

Without a doubt Limousin is a calving-ease breed. You combine that with the fact they can add muscle and growth in the process and that makes Limousin truly unique.

At one time, when many of the other continental breeds were causing so many calving problems, I think Limousin received more credit for its calving-ease than it does today. The truth is, we still haven't lost our edge.

While many of the breeds have improved their problems, there is still not a better combination for calving-ease, muscle and growth than Limousin.

I know you all have plenty of stories about commercial ranches that have used your bulls and have not pulled a calf in years. Maybe we are taking this great luxury of our breed for granted. In the back of my mind, I can't help but wonder if the rest of the beef business truly understands the calving-ease Limousin brings to the table.

I hope this will serve as a reminder that sometimes you might not be as vocal as you need to be about the fact you're involved in a breed that excels in what commercial producers rank as the number one trait of importance—calving-ease.

Best of luck with your bull sales this spring.

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