



The VIEW FROM HERE

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Welcome to the 2009 Herd Reference issue. I hope you have as much fun reading it as we had putting it together.

This just happens to be the 15th such issue I have had the pleasure of being involved with. And yes, I said pleasure. As you can imagine, magazines this size don't put themselves together. So to say Herdbook, as it is called around here, didn't involve some anguish here and there, and the occasional early morning and late night would not be totally accurate.

However, I have said on many occasions, there are worse ways to make a living. The people I work with on staff are the best in the industry bar none, and the folks at the NALF office are a pleasure to work with as well. But to be honest, my favorite part of Herdbook is the opportunity to interact with so many Limousin breeders in such a relatively short period of time.

And as you can imagine, there are lots of varying personalities and philosophies in the group of advertisers represented in this issue. And while some are dyed-in-the-wool fullblood breeders, with still others having never owned anything but a Lim-Flex, at the core they all share one thing in common—they believe in the genetic strength of Limousin and what this breed offers the industry.

While most breeds of beef cattle would love for cattlemen to believe they are the answer, the fact is one breed cannot be all things to all people. Each of the dozens of beef breeds currently in North America have distinct advantages and disadvantages. However, some breeds are definitely in a better position than others when it comes to serving a variety of roles within our complex beef industry.

The Limousin breed for instance, can't lay claim to having the highest milk output or the most pounds of weaning growth. What the Limousin breed can do is pack a multitude of economically relevant traits into a single package, while keeping the balance and flexibility needed to succeed in the beef industry of the future. A claim very few other breeds can truly substantiate.

The ways in which Limousin can be an integral link in the beef production chain are many. Is Limousin the perfect breed? No. There is no such breed. Is there work yet to be done within the breed? Definitely. But, the Limousin breed of today brings a host of economically important traits to the table while avoiding the extremes which can rob profit.

As a breed, Limousin continues to strive to maintain its advantages in certain areas while improving upon other facets relative to overall profitability. The result is a breed very much in balance with the demands of our future beef industry. A breed which has the necessary tools to help cow-calf producers, feeders, packers and retailers generate a profit.

And if you don't believe me, just keep reading.

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