



## The VIEW FROM HERE

*Kyle Haley*

**W**hile the National Western Stock Show Limousin schedule seems to get more and more hectic each year, there is always time to “stand around” and discuss the cattle business.

The questions that come up more often than any other almost always revolve around marketing. Regardless of how the conversation starts, talk often turns to the question that should always be front and center on every Limousin seedstock producer’s mind—How do we get more people using Limousin genetics?

I have to admit, the answer I usually give is one I stole from someone else. He and I were discussing that very topic years ago and with his trademark grin, he said, “Kyle, it’s easy. All we have to do is make them better.”

Chances are, right now you are having the same reaction I had the first time I was given that answer, and the same reaction nine out of 10 people have when I tell them to just make their cattle better.

I’ll be the first one to admit that better is a relative term. Kind of depends on how good they were to begin with, doesn’t it?

I also have to say that regardless of breed, the cattle of today are better than they have ever been. If you doubt that, meet me down in the Yards next year in Denver and convince me that cattle 15 years ago were better than the ones Limousin breeder’s are dragging around today. If you can’t wait that long, catch me at a sale this spring. Those who regularly attend shows and sales will tell you that not only is the quality better than it has ever been, but that quality runs deeper as well.

I truly believe the cattle of today combine more economically relevant traits in a more eye-appealing package than they ever have. Heck, we are selecting for traits today, we weren’t even able to measure a decade or so ago.

The fact of the matter is, better cattle will attract more customers and more customers means more demand and more demand means higher prices.

I know some of you are thinking, “but my cattle are better than they have ever been.”

To that I say, great, keep up the good work. But remember, chances are, your competitors cattle are better too.

We all know the seedstock business is competitive. My guess is that’s part of the attraction for many of you. Couple that with the welcomed challenge of making this generation better than the next, and you have two of the biggest reasons most people raise papered cattle instead of commercial ones.

Now, back to the original question. How do we get more people using Limousin genetics?

For most of you, the answer is to simply keep doing what you are doing.

The industry is preaching crossbreeding and efficiency. Limousin breeders are making the cattle better than they ever have been in the past. Continue to make improvements within your herd, market those improvements to the appropriate audience and the buyers will come. There are new producers getting in the business every day and there are established producers looking to try different genetics, that I am sure of.

To steal a line from one of my favorite movies. “If you build it, they will come.”

Just make sure those prospective buyers know what you, as a breeder, and what Limousin, as a breed, has to offer. When presented with those facts, more times than not increased sales will follow.