


NALF Line

The North American Limousin Foundation (NALF) has consistently worked to develop materials to assist breeders in marketing the benefits of Limousin genetics. Through such programs as Breeder Cooperative Advertising, e-Partners, Member's Memo, and the *Bottom Line*, NALF provides its membership with the tools to expand their customer base. Promoting the breed and educating producers on the benefits of Limousin genetics has been simplified through the development of NALF's newest tool—catalog inserts.

These new inserts range in size from one-half to a full page, and have been designed to work equally well in color or black and white. The inserts are ideal for use in sale catalogs or as flyers.

The inserts cover a variety of topics and breed strengths to allow breeders to pick and choose the promotion that best aligns with their program. Limousin's maternal quality and efficiency highlights one insert, feed efficiency and carcass quality take the lead on a few others, while Lim-Flex and the power of crossbreeding are the focus of the remaining inserts. Testimonials from producers and industry experts are used along with research data to affirm the value of Limousin genetics in the commercial industry.

Inserts are available from the NALF office by contacting either Joe Epperly or Jonathan Beitia. 

Hybrid Vigor Made Easy with LIM-FLEX[®] LIMOUSIN · ANGUS HYBRID

Progressive producers recognize the advantages of hybrid vigor

- 20% more pounds of calf per cow exposed (due to hybrid advantages in age at puberty, conception rate, survival to weaning, milk production, and weaning weight)
- 1.3 years of additional cow longevity
- 30% greater lifetime production
- Increased fertility and decreased gestation length with hybrid bulls

"Not only do Lim-Flex females offer unprecedented longevity, but they are extremely fertile and maternally inclined."

~ Andy Bailey,
Star Valley Ranch, Hiko, NV

"Our cattle have to be stout, easy fleshing, maternal, and able to fend for themselves. Lim-Flex do this better than any other type of cattle we've ran."

~ Casey Deuter,
Deuter Ranches, Ree Heights, SD

North American Limousin Foundation
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www.TodaysLimousin.com