



Around THE WORLD

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I think even Simon Cowell would be in agreement that the spring sale season is ending on a high note. I don't know how many *American Idol* fans we have out there, but the few times I've caught a glimpse of the show, it's hard to get much of a positive response out of Simon.

At the writing of this column, we still have quite a few sales left, but I think it is safe to say Spring 2008 has been a good period for marketing Limousin seedstock. One reason for my optimism may be because we are fresh off the heels of Wulf Limousin's production sale. It was a record-breaking event that totaled \$1,324,530 where 329.66 bulls and females sold for an average of \$4,018, up \$650 from one year ago.

The bull sales up through the Grain Belt have probably been the strongest with many of those sales being up several hundred dollars compared to a year ago. We still have some of the larger female sales left, but I think everything points in a positive direction for those as well. Many parts of the country have received rain this spring and our female market has always been driven by our bull market.

I don't think the strong market signals are isolated to our auction sales either. Reports I get from people selling cattle in the country are the strongest they've been in years. The common response is that they are sold out of older bulls and more than half the younger bulls have been spoken for.

What does all this tell us other than the current market is strong? I have to think some of this demand is coming from a few more people going back to crossbreeding and feed efficiency which has been talked about, is now starting to raise a few eyebrows. With close to \$6 a bushel corn and cost of grains being over \$0.90 in the feedlot, I guarantee you feed efficiency will get to be an even bigger part of the equation when cattlemen are trying to pencil in a profit.

We all know this is good news for Limousin. No other breed can lay claim to feed efficiency like the Limousin breed can. It's been proven time and time again, over the years, that this is where Limousin cattle shine. To paraphrase a Barbara Mandrell song, "we were efficient when efficiency wasn't cool." **LW**