



## The VIEW FROM HERE

*Kyle Haley*

I am severely disappointed.

Have you ever gotten the impression you have been misled?

All of these years I thought Limousin was one of, if not the most efficient of the major beef breeds in North America.

By the looks of all the ads turning up in publications across the country, EVERY SINGLE BREED has at least one producer who thinks he has the most efficient critters on the planet.

It seems many seedstock producers of all breeds have decided to advertise how their cattle will save you money compared to the old mantra of describing how their genetics will make you money.

In just one magazine, I found the following bullet points breeders used to promote everything from Angus to Salers to Shorthorn to Santa Gertrudis.

- Low Maintenance Requirements
- More Efficient
- Moderate Mature Size
- Lower Costs
- Optimum Milk

While looking through those ads, the same question kept coming to my mind. COMPARED TO WHAT?

Were they comparing their cattle to their respective breed or across breeds? Based on the information in the ads, I couldn't tell. What's more, not one single piece of actual data accompanied any of the claims they were making.

Let me stop here, this rant is not intended to be a critique of advertising methods or procedures. It is my attempt to point out that I think there is a tremendous opportunity for producers who can actually prove claims regarding their cattle's efficiency.

Traditionally, efficiency has been one of the most elusive traits to measure. As such, more often than not, the efficiency claims were thrown in near the bottom of an ad, kind of like icing on the cake.

Those times are changing. DNA testing is evolving at breakneck speed and new technology at bull tests and progeny testing facilities have the capability to provide valuable efficiency data for breeding stock.

Another ad said that "With record high feed costs, feed efficiency is the #1 economically important traits to feedlots." I believe that to be true. Couple that with the fact I know both seedstock and commercial cattle producers are watching input costs like never before, and the time has never been better to PROVE to the rest of the world that when it comes to efficiency, the Limousin breed is the standard by which all others are measured.

However, it is my opinion, claiming efficiency is one thing, actually proving it is where the payoff will come. To do so, individual Limousin producers must look at ways to document the feed efficiency in their herds that we all know is inherent to this breed. The technology and methodology is out there, it is up to you and me to use it. You can bet your last month's feed bill our competitors are.

**LW**