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NALF NEWS

Juniors Enjoy 'Big Shindig' At Nationals

Nearly 200 North American Limousin Junior Association (NALJA) members from 21 states took part in the "Big Texas Shindig 2" National Junior Limousin Show and Congress (NJLSC) in Amarillo. Read about the memorable event throughout this issue.

If you would like a DVD copy of the official highlights video for \$30, e-mail a note to Steady Shots Production (fujicowboy@yahoo.com). After you order, allow six weeks for delivery.

Thanks to the Texas Limousin Association and Texas Junior Limousin Association for their hospitality, and to the many generous contributors who made the event possible.

Colt Generates Nearly \$2,000

At the NJLSC awards banquet, NALJA auctioned HX Amarillo Cowboy ("AC"), a yearling stud colt donated by the Harsh family of Crescent, Oklahoma. Phyllis Payne of Amarillo, Texas, purchased him for \$1,900.

Nominating Committee Seeks Input

NALF President Bob Millerberg of Draper, Utah, has announced the 2009–2010 Nominating Committee:

- Chairman Wendell Geeslin, Colorado, past president;
- Bob Funk, Oklahoma, past president;
- Lance Sennett, Indiana, board member;
- Tom Vaughn, North Dakota, board member;
- Brad Beus, Washington, at-large member;
- Jim Jolley, Mississippi, at-large member; and
- Ron Schilling, Kansas, at-large member.

The October issue of *Limousin World* will include the committee's slate of nominees. The NALF office must receive signed letters of support for at-large nominees from at least 15 different founding, lifetime or active annual members by October 15. Identification of all nominees by then enables NALF to publicize their candidacies and include their names on the official ballot.

Entry Deadlines Loom For Two Major MOE Shows

The Limousin shows at the American Royal in Kansas City, Missouri, will be October 30. Jirl Buck of Madill, Oklahoma, will sort the junior entries; and Brandon Callis of College Station,

Texas, will judge the open show. Entries are due **September 10**.

The junior show at the North American International Livestock Exposition (NAILE) in Louisville, Kentucky, will be November 15, with Tyler Cates of Modoc, Indiana, serving as the judge. The open show will be November 18 and Chris Mullinix of El Dorado, Kansas, will officiate. NAILE entries are due October 1.

For cattle to retain their Medal of Excellence (MOE) points, owners must submit their performance data to NALF by December 1.

AI Sires Must Be Proto-Tested, Parent-Verified

All bulls born after 2001 and semen-collected for artificial insemination (AI) must have a DNA type on file with NALF and be parent-verified via DNA. Blood-typing is acceptable for parentage verification only if a parent's tissue sample is unavailable.

For progeny to be eligible for the NALF herdbook, AI sires must have a genotype for protoporphyria ("proto") on file. To prevent delays in recording AI offspring, bull owners should meet all parentage verification and proto-testing requirements before distributing any semen. Contact Erin Garrick in the NALF office if you have questions.

Note the testing laboratories close for several weeks over the holidays so do not postpone DNA tests.

Carcass Data Always Needed

To remain competitive with other breeds, NALF must expand its carcass database. Harvest data from pedigreed animals play a vital role in providing high-quality genetic evaluations of carcass traits. Breeders should collect and submit actual carcass data whenever possible, and NALF will process it free of charge. For more information about reporting harvest data, contact Lauren Hyde in the NALF office.

Update Cow Inventories

Keeping cow inventories up-to-date contributes valuable culling information to the NALF herdbook and minimizes the number of unwanted animals in search results. There are three easy ways to notify NALF.

North American Limousin Foundation

7383 S. Alton Way, Suite 100, Centennial, CO 80112-2339

Phone: 303/220-1693 • Fax: 303/220-1884 • Web site: www.nalf.org

Office hours are Monday through Friday 7:30 a.m. to 4:00 p.m. MST.

• Update your cow inventories using the online tool on your member site after recording and submitting all offspring from those cows. There is no need to return registration certificates to the NALF office if you use this method.

• If you report calving information on paper, you can request preprinted cow-inventory birth-report forms and use them to report your cow disposals when you report birth information by providing disposal codes in the “dam status” boxes for those cows that have died or been sold without transferring their registration papers.

• You can return the certificates for the animals that have died or been sold without papers to the NALF office with the designated disposal codes written on the fronts.

Prepare to Collect Weaning Data

Fall is an important time for gathering critical information. Weaning weights, docility scores and group data drive expected progeny differences (EPDs) for weaning weight, milking ability and docility and are required for adjusting ultrasound measurements. Plan ahead to determine the optimal weigh dates so the most calves possible are within important age limits for calculating adjusted weights and EPDs.

Weigh cows, too, and record their body condition scores to contribute to genetic evaluation of maintenance-feed requirements. That promises to position the breed for more widespread industry recognition for its leading efficiency.

Your best calves and cows will look even better if all animals, not just the top end, routinely have data reported. Complete production information also facilitates more accurate breeding and marketing decisions.

Help Your Customers Help Themselves

As fall feeder-cattle marketing approaches, you can help your bull customers market Limousin-influenced calves through the Limousin Exchange. Go to the NALF home page, click the Feeder Calf Classifieds link, then follow the directions to list calves for sale. Whether consigning to an auction or selling by private treaty, the online classifieds are a free, easy way to help make sure every bidder possible competes for those calves.

Furthermore, using the Feeder Calf Classifieds puts your customers on the inside track for the special marketing opportunities NALF has arranged with the Strauss Free Raised® veal program and Laura’s Lean Beef Co. (LLB).

NALF also is helping promote a number of special Limousin-influenced feeder-calf sales at auction markets across the country. If you would like help organizing such a sale in your area, contact Frank Padilla in the NALF office. The fall *Bottom Line* newsletter will include a list of those sales, or contact the NALF office for that information.

Members Support Service Plan, Commercial Checkoff

Thanks to the loyal support of those who pay their member service fees, NALF has maintained effective breed advertising and expanded member services.

Those who participate in the annual plan may register animals at half the inactive-member rates; enjoy free access to the secured, members-only portion of the NALF Web site; and activate complimentary subscriptions to the *Bottom Line* newsletter for their bull customers and themselves.

A separate, voluntary checkoff generates additional resources for commercial marketing. NALF automatically bills \$4 per head at registration to enrolled members’ accounts. Enrollment is easy—just mark the space on your member service fee notice. You may change your checkoff-enrollment status at any time by contacting the NALF office.

Marketing Materials Available

Marketing should be a year-round activity to maximize sales, and NALF can help.

Limousin literature, including the latest *Bottom Line* commercial newsletter, is available upon request. Customizable posters, print advertisements and promotional merchandise keep your name in front of customers throughout the year while increasing the frequency and consistency of the breed’s unified marketing message.

Call the NALF office or visit the “Promotional Merchandise” section of the Web site for more information.



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The year-letter code for 2009 is **W**