



The VIEW FROM HERE

Kyle Haley

Looking back I would have to say that all-in-all 2010 was a good year. Across the board cattle prices have rebounded, and that includes most classes of Limousin cattle.

It has become evident that to receive premiums, both in the commercial and seedstock sector, producers must put forth a little extra effort and make certain their cattle and products exceed the status quo. It appears to me the outfits that do that, while remembering to tend to the people side of this business, will be the ones with the brightest futures in the years to come.

It is hard to believe it is already time to turn the page on the first decade of the new millennium, but as we do, I have run across a few statements and tidbits of information from people much smarter than me that give me cause for optimism.

"The cattle industry is ready to set record high prices this year and next."

Chris Hurt

Purdue University Extension Economist

Cattle Fax is projecting the average profitability per cow for the years 2010, 2011 and 2012 to be \$80, \$120 and \$150, respectively.

"There was a \$375 difference in net return to management per cow between the low one-third and high one-third profit group in 2009."

Michael Langemeier

Kansas State Economist

In a survey, both seedstock and commercial operators indicated that calving ease/birth weight was the most important trait used to evaluate genetic merit of breeding bulls.

"Agriculture, in my view, is one of the best places to be in the next 30 years... Over the next few years, I think agricultural projects are going to be one of the best investments and agriculture is going to be one of the best industries in the world... We are going to have much, much higher prices over the next few years... That's where I'm putting more of my money now."

Jim Rogers

Billionaire Financier

I would like to take this time to thank each and every one of our subscribers and advertisers for your support this past year. It has been our pleasure to work alongside you promoting and advancing the Limousin breed.

Myself, along with the entire Limousin World staff, would like to wish you and your family a blessed holiday season and a prosperous new year.

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