



The VIEW FROM HERE

Kyle Haley

Can you feel it? Spring has sprung here in Oklahoma. To my friends up north, hang tough, your two weeks of spring will be here soon.

The spring of 2010 has brought with it a renewed interest for Limousin. The sales so far this year have had a very positive undertone to them. Attendance has been up, interest has been high and prices have been steadily climbing. I can't help but think much of this is due to the breeder's efforts in the areas of breed improvement, customer service and marketing. I encourage you to keep up the good work.

Those of you with January calves have already begun making breeding decisions—hardly seems possible does it?

This April Herd Sire Issue is chock-full of intriguing sire prospects. Each have their strengths, but I challenge you to pick up the phone, talk to your fellow breeders, customers and semen distributors, and select the AI sires with the most potential to move your herd in a positive direction. In this business, AI is without a doubt the most economical way to make significant genetic strides. You only get one chance to make the correct decision, so do your homework and study the bulls carefully. Remember, the ultimate goal is to raise the kind of cattle your customers can't get enough of.

Regardless of how salty you are with an AI gun, unfortunately there will be those cows that must be covered with a clean-up bull. Around here, prices for killer bulls basically mean a ton bull will pocket you \$1,400. Now is the time to haul off ole Shep the herd bull and invest in genetics that will truly complement your cowherd. The ultimate goal is to not have a drop off in quality between your AI-sired calves and those out of your herd bulls. Which means, the better job you do matching AI-sires to your cows, the better your herd bulls need to be.

As you make breeding and buying decisions, I encourage you to keep in mind the four directives set at the Visions Symposium—Grade, Growth, Fertility and Docility. Only you and your customers know the amount of emphasis that must be placed on each trait. I will guarantee you this, if you manage to improve each of those four trait areas, while keeping the calving-ease, muscle and efficiency the Limousin breed is famous for, you will likely have to hire a receptionist to answer all of the calls.

I realize this is a tall order, but the rewards for achieving this lofty goal will be many, both for you and for the reputation and future prosperity of the Limousin breed.

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