



Around THE WORLD

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Welcome to the 2011 Herd Reference Issue of Limousin World. We take great pride in making this issue one of the finest and best reflections of the breed and its breeders. Taking part in creating the Herd Book is one of my favorite times of the year, because of all of the conversations I get to have with Limousin people from across North America.

Through my conversations, it was obvious there are a lot of good and unique ideas among breeders. However, breaking it down, there is always two subjects that continually come up—profit and product. Obviously, everyone wants to be profitable, and on the product side, as you might have guessed, there is a variety of opinions.

That said, with all the profit and product talk, perhaps the most important “P” is—PEOPLE. In my mind, the best part of this business is the PEOPLE. There’s nothing more valuable than learning and gaining different perspectives from other breeders on their production systems, product opinions and general viewpoints of the cattle business. And I must admit, hearing all of your stories throughout the past couple of months was a constant reminder to me of the high-quality

and variety of PEOPLE we are fortunate to have involved in this great breed.

I know this is cliché, often overused, but that aside, and in all seriousness, the strength of a breed or any organization is almost always—the quality of PEOPLE making it happen. And after listening to hundreds of breeders, I’m confident and optimistic about the future of the Limousin business.

With PEOPLE in mind, I challenge everyone to take an active, enthusiastic and positive approach to help take the PEOPLE side of this business to a new level, be it with fellow breeders or commercial customers. I’m confident if we make a collective effort to make the Limousin business even more enjoyable than it already is, and strive to get more people active on every level of the business—commercial, state, regional and national—our breed has great days ahead.

In closing, I hope you’ve enjoyed the Herd Book and want to extend my appreciation to the breeders who took part in making this issue a success for the breed. Take care and I look forward to seeing you at the National Junior Show, state fairs and fall sales.

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