



North American Limousin Foundation *2018-2019 Annual Report*

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State of the Breed

By Mark Anderson, NALF executive director

The North American Limousin Foundation incurred changes in the 2018-2019 fiscal year. Declines in registrations, transfers and DNA testing required the Foundation to raise its rates in order to continue to provide membership adequate services they have grown accustomed to. Income declines, mainly due to animal recording, transfers, DNA testing and investment income reduced income for NALF by nearly \$175,000 compared to last year. Expenses held within budget and nearly even with a year ago.

The board also elected to sell the Limousin Today Magazine production to Limousin365 allowing the Foundation to focus primarily on the herdbook, EPD production, DNA services and breed promotion of Limousin and Lim-Flex® cattle to the commercial cattle industry. NALF Media will no longer provide breeder advertisement which will be provided by Limousin365. It will focus primarily on breed promotion to the commercial cattle industry.

NALF continues its relationship with International Genetic Solutions for weekly national cattle evaluations. The transition occurred in August of 2018, which utilizes the combination of genomic marker information, along with performance data and pedigree information to generate weekly EPD updates to membership.

The IGS partnership has now grown to include over 18 million animals and represents 17 breed associations. The switch from the bi-annual update of the older Cornell system continues to provide an upgraded EPD system that enhances the information gathered from genomic testing to analyze the genetic potential of an individual earlier in the animal's life. Advancements in DNA testing have resulted in commercial marketplace demand that is becoming more familiar with the value of having the genomic marker effects incorporated into an animals EPD package to enhance the actual genetic potential value of their purchases. Additionally, a rapidly increasing amount of seedstock producers are requiring the information to make continued genetic improvements in their herds and enhance their marketing efforts to other breeders as well.

The cooperative effort at International Genetic Solutions will further advance cattle evaluation tools

over the next decade. Advances in DNA testing will lead to additional EPD evaluation on economically important traits and additional EPDs like dry matter feed conversion in cattle, carcass quality and reproductive trait efficiency and a new structural soundness EPD.

NALF will soon become the leader among breed associations that contribute actual carcass phenotypes for data submission which will add a tremendous amount of accuracy to carcass trait EPDs. This project has been spearheaded by Wulf Cattle Company, as they begin to submit carcass phenotypes into the evaluation on a quarterly basis. Additional NALF members are also turning in carcass phenotypes as NALF is lucky to have many members that are actual cattle feeders that can accurately submit this data for inclusion into the EPD evaluations. The board at NALF continues to analyze ways for Limousin and breeders of the cattle to have the most up to date tools to remain competitive in the production of high quality seedstock throughout the United States.

NALF Media services will effectively transition to breed promotion of Limousin and Lim-Flex® cattle given the sale of the magazine. NALF will continue to effectively utilize electronic advertising and communication on its website, E-blast service, E-Partners, Blog, press releases, ad and catalogue design and social media moving forward. The market for advertising has no doubt shifted from utilizing only print media, to a world that takes advantage of all media platforms – print, electronic, and social media. The NALF-DigitalBeef registry system fits into this world very well, with members being able to link advertising through their own websites to the NALF database in an effective platform for the membership with their marketing efforts.

NALF continues to utilize the contractual services of the National Center for Beef Excellence with the services of Tonya Amen, who was previously with Angus Genetics Incorporated. Dr. Amen continues to assist membership with the NALF herdbook and genetic evaluations process. Dr. Amen and Dr. Weaber from Kansas State University, continue to be utilized for analysis and assist the Breed Improvement Committee as NALF continues to upgrade its herd and DNA testing services for Limousin breeders.

The 2018-2019 fiscal year for NALF and Limousin Today will reflect an operating loss of \$46,591.81. NALF finished the year with a loss of \$144,468.05 which

was primarily due to the loss of income on animal recording, DNA testing and investment income decline. NALF also wrote off older expired member credits for a total of \$20,768.38. The majority of these were from the early 2,000's on non-active or dropped members.

Limousin Today ended the 2018-2019 fiscal year with a gain of \$74,697.97 primarily due to the sale of the magazine publication to Limousin365. The magazine sold for \$125,000. (\$100,000 for the purchase price and \$25,000 for NALF no longer selling breeder eblast to membership). These payments will be made over the next 5 years due NALF. Remaining goodwill was also written off the NALF balance sheet as well for \$21,129 after the sale of the magazine.

In the fiscal year 2018-2019, NALF and the magazine listed total assets of \$941,276.41 with total current and long-term liabilities of \$147,189.07 for an operating loss of \$46,591.81. The TD Ameritrade investment account totaled \$501,370.85 on 8/31/2019. NALEC recorded a profit of \$14,405.56 for the 2018-2019 fiscal year. The Genetics on Ice and Corner Post Heifer programs totaled fundraising of \$48,035 and \$46,100 respectively. The NALEC investment account closed the fiscal year at \$181,971.70.

The NALF board and staff remain committed to the membership of the North American Limousin Foundation. The dedicated membership is the engine that drives the association to provide services that are critical in today's competitive seedstock business throughout the United States. The board and staff would like to thank membership for its continued support and dedication to the Limousin breed.

Junior & Member Activities

By Katie Campbell, NALF director of activities

Medal of Excellence Program

Understanding the promotional benefits of livestock shows, NALF coordinates the Medal of Excellence (MOE) program which annually recognizes point leading animals, sires, dams, exhibitors, and seedstock producers for their success in the show ring.

The MOE program awards points for placings in MOE

recognized and sanctioned shows including; six level one shows (National Western Stock Show, Fort Worth Stock Show, Southeast Summer Classic, All-American Limousin Futurity, American Royal Livestock Show, and North American International Livestock Exposition), as well as over 30 Level 2 MOE shows. More than 500 head were shown in MOE qualified shows in 2019.

NALJA Provides Winning Opportunities

The North American Limousin Junior Association (NALJA) develops knowledgeable, motivated beef industry leaders while promoting the Limousin breed through fellowship, leadership and education. Four core values build NALJA members by creating winning opportunities through education, leadership, competition, and recognition.

The North American Limousin Junior Association provides opportunities for more than 300 members located in 32 states and is governed by a ten-member board of directors. Membership is open to anyone age 21 and younger. NALJA members enjoy special rates on registrations and other NALF services; receive the NALJA News newsletter, and take part in setting the direction of NALJA through an annual meeting. NALJA members may participate in NALJA Leadership Conferences, as well as the National Junior Show and Congress held each summer.

NALJA activities, awards and events are sponsored through the support of NALF members and friends. NALJA members host a variety of fundraising efforts to support the various activities and programs. Each and every NALJA member wishes to thank all supporters. Without the support of many, the opportunities provided to NALJA members would not be possible. Your support is an investment to the future of each NALJA member as well as the Limousin breed.

This year once again proved to be an outstanding year for NALJA with successful programs, shows and educational events.

CornerPost Package

A sincere thank you to all the CornerPost donors! A total of \$45,900 was raised from the sale of the Herd in a Tank CornerPost Package. The NALJA Board appreciates the generosity of ATAK Limousin, Magness Land & Cattle, Tubmill Creek Farms, Linhart Limousin, Shane Waldemar, JB Ranch, Boutin Beef Farms, and Wies Limousin for donating egg packages along with all the syndicate donors. Thank you to Magness Land

and Cattle for purchasing the egg package!

Genetics on Ice

For 35 years this event helps to raise funds for the National Junior Limousin Show & Congress, the All-American Limousin Futurity and the Limi Boosters. \$48,035 was raised from this benefit auction held during the NWSS. Thank you to all the donors and buyers for the continued support!

Regional Shows

Regional shows once again attracted many NALJA members for participation. Regional events were held in Klamath Falls, Ore.; Council Bluffs, Iowa; and Murfreesboro, Tenn. We thank each region's volunteers as the responsibility falls on them for fundraising and the organization of these events.

National Junior Show & Congress

The "League of Their Own" was hosted by the Missouri Limousin Breeders Association and was held in Springfield, Missouri. The Missouri association did an outstanding job hosting the event and should be commended for their hard work and effort. With more than 60 percent participation in activities outside the show ring, NALJA continues to develop junior members into leaders through the various activities and events it provides to participating members.

Scholarships

NALJA members were awarded nearly \$7,000 in scholarships based on academic excellence and leadership development. These are made available by the dedication of NALJA Limi-Boosters and individual sponsors.

Special Recognition

NALJA was proud to award Gene Raymond as the honorary inductee into the North American Limousin Junior Association.

Performance & Registration Services

By Alison Jones, NALF director of DNA processing & accounting operations

Moving the Breed Forward Through Genomic Testing

Incorporating genomic testing, alongside pedigree and performance data, is a critical tool that needs to be utilized in order to maximize the merit of both large and small cow herds. Total revenue for DNA testing in the 2018-2019 fiscal year was \$146,506.20, down about \$32,000 from the prior fiscal year. Genomic testing, including HD150K, 50K and uLD accounted for 54% of total DNA testing, up from 46% the previous year. The incorporation of genomic information in EPDs has proven to be a valuable tool, and we continue to see a rise in testing on the profiles offered. The NALF Board meeting in April was held in Lincoln, Nebraska, which allowed board members to tour the Neogen GeneSeek lab in order to better understand the lab processes involved with genetic testing. One thing of note was the difference between the chips used for the 150K and 50K. The technology behind these products is what allows different results (such as color, polled, and F94L) to be pulled off an existing test, decreasing turnaround time for these specific traits. When the below numbers are analyzed, it is apparent that membership values the advantages of cattle being tested on the genomic profiles. With the incorporation of genomics utilizing the BOLT system, members can compare Limousin and Lim-Flex EPDs against 17 other breeds who are also part of International Genetic Solutions. This allows us to identify and focus on areas that need improvement, while at the same time avoiding single trait selection.

NALF continues, as always, to do our best to keep prices reasonable for members. The past year, Neogen GeneSeek returned many samples from 2015, 2016, and 2017 to the NALF office to be cataloged and stored. This was an undertaking for our small staff. When a sample pull is requested, staff needs to sort through these bins in order to locate the sample, check to see if there is enough genetic matter to complete the test, and include the pulled sample in the order (thus the \$5 sample pull fee). The addition of Tammy Anderson to the staff in June of 2018 has been critical to the turnaround time of getting DNA orders out, as well as many other aspects. As Tammy trained last summer, she has become very efficient

in the uploading and reporting of DNA results, sending of orders, taking member calls regarding DNA services, parent verification conflicts, as well as many other day-to-day operations in the office.

The Limousin Inventory Management System (LIMS) continues to be an essential component to performance. NALF continues to look at ways to improve the whole-herd reporting system to gather as much data as possible. As more data is collected in the NALF herdbook, the genetic evaluation gains more data and becomes even more valuable. This is also important when it comes to contemporary groups for herds. LIMS revenue was down this year due to two herds of significant size retiring, though we were able to gain some new members that helped to cut the loss.

As we move forward, it is important for members to keep genomics, along with performance in mind. In order to continue to help achieve the mating targets set by the Breed Improvement Committee, we need to take advantage of everything that science and technology has to offer.

Breakdown of NALF DNA Testing

Type of Test	%
Genomic Profile	54
Polled	21
Color	8
Parentage	13
F94L/Defects	4

NALF Marketing, Media, and Communications

By Mallory Blunier, NALF director of public relations & media

The focus of the 2018-2019 fiscal year was to increase our commercial exposure and widen our digital media platforms, to appeal to every member while providing promotional, educational opportunities, and value for membership through the various communication and promotional platforms.

LIMOUSIN TODAY

The circulation of the magazine was changed this past fiscal year. The publication was only distributed twice in the tabloid, February and October, was sent to 20,000 cow-calf producers. Also combined were the August/September, October/November and April/May issues. This decreasing number is being supplemented with the digital publication of LIMOUSIN TODAY. These tabloid issues were advertised through an E-blast using NALF's regular email list and adding the 15,000 subscribers on the National Center of Beef Excellence email list.

The Board of Directors of the North American Limousin Foundation and the Limousin365 ownership group reached an agreement regarding the purchase of the official breed publication, Limousin Today. The purchase was finalized at the Foundations' August board meeting.

Under the terms of the agreement, Limousin Today will be rebranded Limousin365. The planned initial publication date is January 1, 2020.

Digital Communications

Communication has been enhanced through the digital formats; E-Partners, social media platforms, electronic press releases, E-blasts, state e-newsletters and show e-newsletters.

The NALF E-partners newsletter is sent out every Wednesday morning. The purpose is to keep members informed and up-to-date on a weekly basis.

The social media platforms include 2 Facebook pages, an Instagram and a Twitter account that help keep members informed and appeal to all ages. Our main focus was to increase our Facebook traffic by live streaming certain activities and posting regularly. This past fiscal year we saw an increase in total page likes to 4,159.

This past year saw approximately 210 news releases and email blasts sent to NALF's email list of state, regional and national livestock producers and members. The average amount of opens was 495 per email sent with an open percentage average open rate of 15%.

To increase the communication between the North American Limousin Foundation and the state associations, the State Scoop continues

to be produced. The State Scoop is a quarterly e-newsletter that focuses on the state associations. The main audience of the State Scoop is the state association members but we have made it available to anyone who would like to receive it.

Trade Shows

Regional and national participation with booth presence at trade shows and important venues continued with the NALF booth and staff attending the North American International Livestock Exposition, Herd Bull Alley at the National Western Stock Show, Range Cow Beef Symposium, and the Cattle Industry Convention and NCBA Trade Show. Combined, these events were attended by more than 400,000 people directly involved in the beef industry.

NALF.org Update

Focusing on enhancing our digital platforms, the NALF website was updated in October 2018. Along with a new design, NALF.org now offers more ways to advertise for our breeders. We still offer banner ad spots that are shown on every sub-page. New this year is the commercial/video spot on the homepage. With the advancements in technology, videos have been proven to be one of the best ways to give customers a real feel for your operation.

Ranch Visits

NALF Media has seen the benefits in ranch visits this past fiscal year. Whether the visit is to write a blog story or just to take pictures, these visits are a way that NALF connects with its breeders and learns the ins and outs of each operation.

LIMOUSIN
North American Limousin Foundation

LIM-FLEX 
Limousin x Angus Hybrid®