

**North American Limousin Foundation**  
**Marketing Booster of the Year Application/Nomination**  
*Anyone who has produced Limousin seedstock and has maintained an active NALF membership  
for at least three years is eligible for this award.*

Farm/ranch/enterprise name: \_\_\_\_\_

Owner: \_\_\_\_\_

Manager: \_\_\_\_\_

Street address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Telephone: \_\_\_\_\_ E-mail: \_\_\_\_\_

**Briefly describe your enterprise in terms of location, number of years at location, breeds, size, number of cows, calving season and any other important details. NALF will use this abstract in the award presentation and publicity. It should not exceed 250 words.**

**Goals.**

Short-term:

Long-term:

**Describe your recordkeeping and analysis systems for (a) performance and (b) economical/financial records.**

Performance recordkeeping and analysis system:

Economic/financial recordkeeping and analysis system:

**Identify your *two to five* highest priority performance measures, and explain how you use them to manage your enterprise.** (*Examples:* percent calf crop weaned or weaning weight per cow exposed)

**Identify your *two to five* highest priority economic/financial measures, and explain how you use them to manage your enterprise.** (*Example:* harvested feed cost per cow)

**Breeding program.**

Percentage of calf crop sired by artificial insemination (AI): \_\_\_\_\_ %

Percentage of calf crop produced by embryo transfer (ET): \_\_\_\_\_ %

Briefly explain your breeding program.

**Selection criteria and process.**

Sire selection:

Replacement-female selection:

Donor-female selection (if applicable):

**Culling criteria and process.**

Sire culling:

Female culling:

**Postweaning management and performance testing of sale bulls.**

**Describe your enterprise's marketing program.**

Average number of bulls sold per year: \_\_\_\_\_ bulls

Percentage of bull-calf crop sold as breeding bulls: \_\_\_\_\_ %

Percentage sold to seedstock producers: \_\_\_\_\_ %

Percentage sold to commercial cow-calf producers: \_\_\_\_\_ %

Number of bulls listed in current sire summaries: \_\_\_\_\_ bulls

**List the performance data you provide to your prospective buyers.**

**Customer service and communication.** (*Examples: personal visits with bull buyers, feeder-calf buyback program, sharing carcass-data-collection expenses*)

**Briefly describe your forage base and your grazing management.**

**Briefly describe your use of harvested or purchased feeds for your cow herd.**

**Describe your environmental stewardship practices.**

**Innovations and improvements.**

Describe the most significant changes you have made in your enterprise.

List the *three to five* most important technologies that have helped you meet your goals.

**Contributions.**

Leadership positions in the beef industry:

Leadership positions in your community:

**What do you think is the most important role of the Beef Improvement Federation (BIF)?**

**Nominator.**

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Organization: \_\_\_\_\_

Street address: \_\_\_\_\_

City, state & ZIP: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

**Nominee's local newspaper.**

Publication name: \_\_\_\_\_

Editor/agriculture reporter: \_\_\_\_\_

Street address: \_\_\_\_\_

City, state & ZIP: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

*Form revised October 2022*