

North American Limousin Foundation **2022-2023 Annual Report**



State of the Breed

By Mark Anderson, NALF executive director

The North American Limousin Foundation completed an active and successful year which encompassed various fronts. NALF upgraded its EPD trait deck with 4 new EPDs and a new terminal index that further defines the breeds commercial relevance. NALRF moved into phase 2 of its research project and shipped calves from its Montana ranch cooperators to South Dakota State University in early November. The membership and association remains in a strong position heading into 2024. A strong bull sale season in the spring of 2023 coincided with continued advancements in NALF with genetic progress made within the national cattle evaluation produced by IGS.

Limousin Breeders have responded to current market signals and continue to make gains in traits of economic performance impacting the commercial cattle industry. This has put the Limousin breed in better position with its competitors as we strive to capture a larger share of the industries bull buying customers.

Registrations increased slightly, up 2% ending at 15,033 head. Whole herd LIMS registrations also increased

slightly with LIMS income totaling \$331,958 versus \$329,010 the previous year. Even though registrations increased slightly, Non-LIMS income did decline by approximately \$17,000 for the year with a higher percentage of this year's Non-LIMS income consisting of younger cattle as compared to the previous year.

During 2022-2023, NALF was able to effectively provide services to membership ranging from DNA services, EPD improvements, expanding the commercial marketing initiative, and the continuing Montana NALRF research project that will help us analyze heterosis effects of using Limousin on commercial Angus cows and hopefully help market the advantages of Limousin and Lim-Flex® genetics to the commercial cattle industry.

NALF recorded a profit of \$12,266.65 for the 2022-2023 fiscal year. NALEC also finished with a profit of \$13,559.89. This enabled the Foundation to invest back into the breed via the NALRF research project and improved commercial marketing budgets. NALF was also able to incorporate phenotypes from the BeefBuilder cattle into its gestation length EPD which further enhances the accuracy of the EPD for all members. This was done very similar to the inclusion of the BeefBuilder carcass phenotypes a couple of years ago. NALF now has over 150,000 carcass phenotypes included in its National Cattle Evaluation which makes it the leader in capturing actual carcass data

among breed associations in the United States.

EPD trait improvements continue to be made this past year to the National Cattle Evaluation generated weekly by International Genetic Solutions. NALF is adding new EPD traits with the completion of the Dry Matter intake EPD generated by IGS along with an average daily gain EPD. This will enable NALF to publish a feed conversion EPD along with a cost of gain EPD for commercial cattlemen that utilize Limousin Genetics.

NALF will also add an updated terminal index produced via IGENDEC along side its Mainstream Terminal Index. The new terminal index will more closely reflect market value of cattle given the fact that cattle are now being fed to much larger outweights and a much higher percentage of fed cattle being sold on carcass grids throughout the U.S. as compared to a decade ago. A maternal index is also in the works once IGS has completed its Mature Cow weight EPD.

This inclusion of actual carcass data for ribeye, backfat, marbling, carcass weight and yield grade will be supplemented by the continued submission of scan data that members report to NALF as well. The inclusion of these phenotypes will not only improve accuracy of included sires EPDs, but progeny related to them throughout the herdbook. This will also help increase progeny equivalents on carcass traits when members are genomically enhancing their cattle into the NALF herdbook. The board at NALF continues to analyze ways for Limousin breeders to have the most up to date tools to remain competitive in the production of high quality seedstock throughout the United States.

As touched on earlier, the NALF board formed the North American Limousin Foundation Research Fund (NALRF). This will now enable us to conduct third-party research promoting the advantages of incorporating Limousin genetics throughout the U.S. Personal donations along with annual NALF contributions are being utilized to fund the account.

NALF has shipped 217 head of steers and heifers from Montana to South Dakota State University in early November. The feed performance and carcass data research will be conducted with SDSU. This will track and document performance and carcass differences on comparing Limousin, Lim-Flex® and Angus sired calves out of commercial Angus cow herd operations. This should provide valuable insight to cost reduction and profit opportunities for beef producers that are utilizing crossbreeding programs or those potentially looking at utilizing these breeds in a cross breeding program.

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 animal's EPD package to enhance the actual genetic potential value of their purchases. Additionally, a rapidly increasing number 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 Commercial Marketing and Breed Promotion committee continues to take a more aggressive approach to promoting the breed with an expanded marketing budget this year. Working alongside Limousin365, who now produces the official publication of the Limousin breed, promotion of Limousin and Lim-Flex® cattle will happen more effectively with the combined effort between the two entities.

NALF Media will continue to effectively utilize electronic advertising and communication on its website, Limousin Latest, The Limousin blog, press releases, ad and catalog design and social media moving forward thanks to Mallory Blunier. The commercial marketing budget for 2024 was increased to \$41,800.

After receiving positive traction and pickup of the Limousin Feed Efficiency article written by Burt Rutherford last year, a second article was published in 2023 discussing the value of using Limousin and Lim-Flex® genetics when crossed with Angus and Red Angus genetics making the F1 cross female for commercial cattlemen. NALF will also advertise nationally with Superior Livestock, Progressive Cattle, Working Ranch, DV Auction, Livestock Launch and Cattle-Fax in 2024.

As mentioned previously, the 2022--2023 fiscal year for NALF will reflect a profit of \$12,266.65. In the fiscal year 2022-2023, NALF listed total assets of \$1,195,878 with total current liabilities of \$148,067. The NALF investment account totaled \$639,794 on 8/31/2023. NALF recorded an actual net profit of \$13,559 for the 2022-2023 fiscal year. The NALF investment account reflected a balance of \$229,082 as of 8/31/2023.

The NALF board and staff remain committed to the membership of the North American Limousin Foundation. We look forward to continued genetic improvement and promotion of the Limousin breed in 2024 to commercial cattlemen across the country and success of Limousin seedstock breeders. The board and staff would like to thank membership for its continued support and dedication to the Limousin breed.



Junior & Member Activities

By Mallory Blunier, NALF director of media & 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 show including: five Level I shows (Cattlemen's Congress, Fort Worth Stock Show, Southeast Summer Classic, American Royal Livestock Show, and North American International Livestock Exposition) as well as over 20 Level II MOE shows. More than 500 head were shown in MOE qualified shows in 2023.

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 700 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.

On behalf of the NALJA Board of Directors and NALJA members, we want to thank all of our 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.

CornerPost Package

A sincere thank you to all the 2023 CornerPost raffle ticket purchasers! A total of \$31,500 was raised from the heifer raffle. A special thanks to Pinegar Limousin for donating the 2023 CornerPost heifer and their continued support in the junior program. Congratulations to Joe Moore who won the CornerPost Heifer! We will continue to raffle off a heifer for years to come for the CornerPost fund.

Ken Holloway Genetics on Ice Benefit Auction

For 38 years, this event has helped raise funds for the National Junior Limousin Show & Congress, NALJA events and the Limi Boosters. The 2023 Annual GOI Auction saw a record-breaking number of \$100,155 raised! The GOI is held every year at the Cattlemen's Congress and Annual Limousin Convention. Thank you to all the donors and buyers for the continued support!

\$17,500 of annual scholarships will continue to be awarded at the National Junior Limousin Show & Congress out of the Genetics on Ice allotment, the Ken Holloway Memorial Scholarship Awards.

Regional Shows

The Eastern Regional Limousin show once again attracted many NALJA members for participation. The Eastern Regional event was held in Gray, Tennessee.

We want to thank all of the volunteers as the responsibility falls on them for fundraising and the organization of these events.

National Junior Show & Congress

The "Limi's Rally to Rushmore" was hosted by the South Dakota Limousin Association (SDLA) and was held in Rapid City, South Dakota. The 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. Thank you to all sponsors, volunteers, SDLA, and the NALJA Board for a show that exceeded all expectations!

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 the Schmalshof Family, Avon, Ill. as the honorary inductee into the North American Limousin Junior Association.

Congratulations to the Dick O’Brien Junior Herdsman of the Year, Tyler Speck, Chehalis, Wash.



Performance & Registration Services

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

The bottom line of the 2022-2023 fiscal year was helped by revenue generated through DNA testing. This year saw a total figure of \$115,751.10, down from \$140,712.75 from last year. This was not unexpected, given continuing inflation, increased input costs, and drought throughout the country. The US economy continues to attempt to recover from the COVID-19 pandemic, but producers continue to utilize testing services alongside performance and pedigree data. While genomics alone cannot predict the genetic merit of an animal, testing combined with pedigree and performance data help to utilize all the tools available to make selection decisions for the seedstock producer. NALF changed the requirement for donor dams and AI sires from a 150K + parentage to a 100K + parentage, saving the members \$28 per head.

March 2023 saw the arrival of our AI and natural service calves from our research cow herds in Montana. Each of these calves had a birth weight taken, as well as tissue sample collected at birth. These calves had 100K tests run that will obtain genomically enhanced EPDs as well as confirm parentage. We look forward to obtaining the results as the calves continue through the feed out process at South Dakota State University.

Weekly EPD runs through International Genetic Solutions (IGS) are as efficient as ever, as communication between IGS, Neogen, and breed associations continues to become smoother. Tammy and I work directly with both entities in order to identify missing genotypes, troubleshoot, and get those genomics into the pipeline as soon as possible. With the tools at our disposal, we are able to quickly identify and solve parentage issues. IGS is also hoping to develop a Dry Matter Intake EPD as well as an Average Daily Gain EPD next year that will also be incorporated

into the weekly runs. Additionally, we try to stay on top of external pedigrees coming into Digital Beef, helping to further the completion and accuracy of the EPDs stored in Digital Beef, thus improving tools available to you as a breeder. If you have questions about genomics or the process of EPD enhancement, we are happy to discuss that with you.

Fall continues to be the busiest time of the year for DNA submission and testing. Samples do not sit at the office any longer than a day to assure reliable turnaround times. Our primary lab is still Neogen out of Lincoln, Nebraska. We have monthly meetings at the lab in order to maintain open lines of communication when it comes to your samples and testing. Keep in mind that Neogen is not able to rush any samples once they are in the testing process, so send your samples in early.

The Limousin Inventory Management continues to be a big revenue stream for NALF, bringing in \$329,010.00 with an additional two herds. LIMS continues to be an essential component to unbiased data collection and contemporary grouping for herds. Even with advancements in DNA technology on the genomics side, it is still as important as ever to gather performance and weight trait data. As we continue to move forward with advancements at IGS, whole-herd reporting will be as important as ever in improvements to the stayability EPD, not to mention the longevity of your cowherd. LIMS members realize the importance of the accurate reporting of every cow in the herd. With stayability being one of the most economically relevant traits in the industry, breeders need to give themselves every opportunity possible to improve their bottom line, and reporting unbiased data will help do just that.

Limousin cattle continue to be the leader in total actual carcass records of any breed. We highly encourage you to submit carcass data to NALF on registered or commercial, Limousin-sired animals for us to enter in Digital Beef. No amount is too small or too large!

We are very excited to see where this breed is headed in 2024. I encourage you to reach out to Tammy or I if you have any questions regarding DNA testing or genomics. We appreciate each and every one of you as breeders.

Breakdown of NALF DNA Testing

Type of Test	%
Genomic Profile	68
Polled	14
Color	6
Parentage	8
F94L/Defects	4

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NALF Marketing, Media, and Communications

By Mallory Blunier, NALF director of media & activities

The focus of the 2022-2023 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.

Digital Communications

Communication has been enhanced through the digital formats; Limousin Latest e-newsletter, social media platforms, electronic press releases, email blasts, state e-newsletters and show e-newsletters. The NALF Limousin Latest e-newsletter is sent out every other Thursday morning. The purpose is to keep members informed and up to date on a bi-weekly basis.

The social media platforms include Facebook pages, Instagram, Vimeo and YouTube account that help keep members informed and appeal to all sectors of the industry.

This past year saw approximately 657,858 emails that included news releases and email blasts. The average amount of opens was 500 per email sent with an open percentage average open rate of 30%.

New Look

The Limousin logo undertook a re-design in 2021. The meaning behind the new logo design is that Limousin makes the full circle in your operation; from calving ease to making the grade on the rail. We hope that our members will continue to use the Limousin and Lim-Flex logos when promoting their operations.

Limousin Media Services

The media department also continues to offer a variety of services to our membership. Catalog design, print and digital ad designs and photography sessions are all offered by Limousin Media. Our professionals put a personal touch into each design.

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, Cattlemen's Congress, 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.

Print Marketing

In continued efforts to increase our marketing reach, NALF is advertising in various publications. Our media department has been working with Working Ranch, Superior, Showtimes, Progressive Cattle, DVAuctions, CattleFax, etc. and creates new and improved material to match the audience of each publication.

Feature Articles

Limousin Media and the NALF Board of Directors worked closely with Burth Rutherford to produce two features articles, "You Can Have Your Feed Efficiency and Eat It, Too" and "Composites Simplify Reproductive Management." These features were published in various print publications, as well as many digital platforms. These articles provide researched based facts about Limousin and Lim-Flex influence cattle and have been a great marketing tool for the association and breeders.

NALF Blog

The NALF blog has been a hit over the past few years. As digital platforms become more and more popular, we are finding that our blog is a great way to get informative articles out to our breeders. We also feature Limousin operations as well as throw in some fun recipes that our Limousin breeders have sent us. Be sure to follow our blog!

NALF.org Update

NALF.org offers a wide range of tools for commercial Limousin breeders. From videos, articles and updates to ranch tools, we hope that it has everything you are looking for to help grow and promote your operation.

