



# The Value of Association

The revenue generated from registrations provides the funding for member benefits and activities, including comprehensive breed marketing, member communication, educational seminars, shows, and junior programs. These functions are essential to keeping breeders informed about industry developments, making the breed more visible to the public,

recruiting new breeders, and educating the next generation of Limousin enthusiasts.

Registration income also funds progressive genetic research designed to provide NALF members with selection information that creates a competitive advantage.

## Member Communications

- Limousin Latest Email Newsletter
- Member Information on NALF.org
- Online Member and Ranch Search Tool
- Junior Membership and Programs
- NALJA News
- National Breed Symposiums
- Cyber Campfire Educational Webinars
- NALF YouTube Channel
- Member's Manual
- EPD User's Guide
- Guides for Individual Traits
- New, Active, and Lapsed Member Communications
- Staff Representation at Member and State Events

## Marketing

- National & Regional Advertising Campaigns
- State Association Cooperative Advertising
- Trade Show Booth at Industry Events
- NALF.org
- ULTRAMATE Crossbreeding System
- Press Releases to Livestock Publications
- Industry Involvement (NCBA, BIF, NPLC, LPC, USBBC, ILC)
- Mailing Labels
- Sale Catalog Downloads
- Feeder Cattle For Sale Listings
- Commercial Female For Sale Listings
- Seedstock Marketplace
- Commercial Marketing Programs
- NALF-Tyson Limousin Grid
- Lim-Mark® and Lim-Choice® Ear Tags
- Medal of Excellence Shows

6205 S Main Street, Suite D-280  
Aurora, CO 80016-5370  
O: 303-220-1693 • F: 303-220-1884  
Limousin@NALF.org • www.NALF.org

