



# CANADIAN LIMOUSIN ASSOCIATION

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## Whole Herd Enrollment Offer

The deadline for WHE was December 31, 2009. However we are extending an invitation to all cows that have been removed from WHE over the years, but still in your herd. They are welcome back for the 2010 enrollment without penalty. THIS IS A ONE TIME OFFER. If your WHE forms are already returned to the CLA office, or if you have already posted your inventory on-line, simply contact the office by phone, email or fax with your list of cows that you wish to add.

Please make sure to verify your inventory for new purchases and imported animals as they may not appear. Simply add them at the end of your forms. For on-line users, notify the CLA office of animals that you wish to add to your inventory but do not currently show up on line.

HAPPY NEW YEAR  
 This year's tattoo letter is X



## Celebrations

The 40th anniversary celebration was a great success. Thank you so much to all who attended and contributed to the fund raiser by consigning and/or purchasing. See the complete reports of activities in the next Limousin Voice.



Don't have a subscription to the Voice? No problem. Simply call, fax or email the CLA office and we will get you set up. The Voice is published 4 times /year and a yearly subscription is \$35.

## PROMOTE YOUR EVENTS

If you are hosting an event, here are a few ideas that can help you promote it:

- List the date and details on the CLA website calendar of event. You can link a website or a catalogue posting directly from it

- You can purchase a "flash" ad on the CLA search pages of the website. Your ad will flash in front of all Animal and Member Search visitors which is several thousand hits a month. The ad can direct traffic to your website or your catalogue posting. Contact Anne at the CLA office for details and price.

- Of course, the Limousin Voice is our National publication. The team at Today's Publishing is working on the "Bull" Issue right now. Contact Bryan directly to arrange for your advertisement to be included.

Tel.: 306-933-4200  
 Email: [bryan@tbarc.com](mailto:bryan@tbarc.com).

## LAB RUSH FEES CHANGE

In the past, lab rush orders were charged \$100, regardless of the number of samples within the order. However, SRC / GenServe notified us that they now charge \$25 per sample per rush order. This change is effective immediately.

## SPRING E.P.D.'s

Spring 2010 North American Limousin EPD's are now available and posted on the CLA website.

## ENHANCE YOUR EVENTS

WITH PROMOTION ITEMS  
 TO GIVE AWAY TO YOUR  
 GUESTS, VISITORS, ETC.

If you wish to enhance your event with Limousin promotional items, here are a few free suggestions of items you can request from the CLA.

Limousin styrofoam  
 coffee cups



Breath mint  
 tins with the  
 Lim-Flex logo and slogan  
 "A fresh approach to Limousin"

Lip balm (chapstick)  
 with the Limousin logo  
 and slogan "Limousin  
 will put money where  
 your mouth is".



Print material, commercial brochures  
 "Why Limousin" and copies of past  
 Limousin Voice issues.

## MAKE PLANS TO ATTEND - AGM

Our next AGM will take place in Lloydminster, SK/AB at the same time as the National Junior Conference.

All events will take place the week end of July 31, Aug 1st and 2nd; however the detailed schedule is not

## Message from CANADIAN BEEF BREEDS COUNCIL

The Canadian Beef Breeds Council (CBBC) hopes you may have time over the holiday season to look at the business tools launched this year: The Cost of Production (COP), Product Pricing and Benchmarking Workbook, and the Sales Price Reporting Workbook. You likely received these on CD from CBBC... or visit our website to download to your computer the current version of the COP. On the website you'll also find other business resources and tools useful to purebred beef cattle producers. [www.canadianbeefbreeds.com](http://www.canadianbeefbreeds.com)

Then join us online to learn more! In the New Year – we'll be hosting more on-line inactive WebEx sessions to introduce these unique business management tools. The tools take a producer's financial statement information, combines it with their purebred herd production information and creates: detailed cost of production information for the purebred operation, break-even prices, and benchmarks. This enhanced information helps a producer to make management decisions.

Two key approaches to understand in using the the tools are:

- Life Cycle Analysis - This is a unique approach to simplify using the COP tool. The life cycle analysis basically means that the tool analyses a producers operation, on a calf-crop by calf-crop basis. Therefore, at the start, you will have your breeding herd (bred cows and herd bulls), and you will enter the data as the

released yet. Your presence is a must.

Remember that three director's terms are expiring this year, with only one the current incumbent eligible for re-election. If you are interested in being a director on the CLA board, please let one of the current directors know.



resulting calf crop will proceed from birth through the different bull and heifer channels to sale, with just the breeding herd remaining again at the end. Thus completing the "cycle".

- Enterprise Analysis - This COP workbook is built specifically for purebred operations, or the "purebred enterprise". What this means, is that within your purebred operation there are several "profit centres". In this tool, we have set it up that the breeding herd is actually a cost centre (where the costs of raising purebred calves must be recouped in the profit centres). The profit centres then become, the purebred replacement program, the yearling bull program, and the two year-old program. This tool will show you what it costs you to raise a purebred calf, and which area of your operation is the most profitable. Is it your heifer program, your yearling program, or your two-year old program? Once you know this information you can then make decisions regarding management in terms of cost control and marketing.

Join us for a 1 hour introductory session: Jan 14th; or 19th; or 27th or Feb 2nd . All sessions occur at 7:30 pm (MST)

Email us to indicate your interest in participating, and which date suits you... and we'll email back the details for participation. Email our session facilitator: Brian Perrillat at [brian.perrillat@mnp.ca](mailto:brian.perrillat@mnp.ca) or call Brian with any questions: 403-356-1289.

## PROTO TESTING

All bulls that are semen collected, must be tested for Proto. If you need some animals proto tested, simply inform us by the end of February and we will include them in our next round of tests in March.

## Carcass Ultra sound

We are pleased to continue the ultrasound rebate program. We offer \$5 per head for each animal whose carcass information qualifies for genetic evaluations (EPD calculations). In order to qualify, the animal must:

- Have a unique ID and/or registration number and/or parents' registration numbers
- Belong to a management groups from birth to yearling
- Have performance information such as weaning date and weight
- Castration date (if applicable)
- Post Weaning Performance (Yearling Date, Weight)
- Ultrasound images should be collected by an UGC certified field technician and must be forwarded to a UGC certified lab. (this includes CUP, BIO, Ultra Insights)
- Animal must belong to a contemporary group of calves between 320 and 430 days of age.

**LIMOUSIN IS  
THE ● CARCASS ● BREED  
LET'S PROVE IT!**

## XIX International Limousin Conference

*La mejor Carne del Mundo!*  
The best meat in the world

Mexico is the host of the XIX International Limousin Conference, October 3-19, 2010. Details can be found on their website at:

[www.limousinmexico.com/congreso](http://www.limousinmexico.com/congreso)

We have not received any printed information about the congress yet, but if you do not have internet access, we

would be glad to print what is available on the site and forward it on to you.

