

**February 2007**

## **The Limousin Brand**

Strip away all the flashy promotions and a brand is really just a PROMISE. A promise that a certain product or service will deliver what the ads say: tastes great every time (Tim Horton's does okay with this one), the lowest everyday price (Wal-Mart) or dependability (John Deere).

In the world of beef genetics, Limousin is a brand. A strong brand. A brand built on a promise of a high quality animal with registered breed genetics.

Registered breed genetics is Limousin's greatest advantage. Proper 'branding' of a product based on its strongest qualities can be very powerful. But, remember: the key is delivering on the promise. Marketing may bring the people to the product, but the product has to deliver what is promised or people may never come back. Brand loyalty is hard to achieve – but, when you do, it can be invaluable to your bottom line.

Maintaining and building the Limousin brand is a partnership between the Canadian Limousin Association (CLA) and purebred breeders. The CLA does its part by maintaining the pedigree herdbook in Canada, promoting the breed, doing research and supporting breed improvement programs, to name a few. Purebred breeders deliver the promise: high quality genetics based on registration certificates, accurate pedigree/performance data, enrolled females and a commitment to customer service and satisfaction.

That's why it's so important for all purebred breeders to properly register their animals, enroll their cows, complete the appropriate performance requirements, transfer animals to new owners, and take the extra steps to showcase their stock as purebred with a documented lineage to potential buyers. When purebred breeders follow the breed registration process – a proven process for getting breeders a premium price – they enhance the reputation of the breed, the CLA and all purebred breeders in general, and strengthen the Limousin brand as THE brand for registered breed genetics.

Shortcuts or not following the process can affect the quality of the product, its dependability, its guarantee and/or the way it performs and the difference will eventually be discovered by the customer. A new customer is hard to get but a current customer is even harder to keep. Limousin is a breed that can and will keep them coming back.

If you are a purebred breeder, please ensure your animals are properly registered and all registration requirements are fulfilled. Ensure complete performance information and Whole Herd Enrollment forms are completed and submitted on a timely basis. Loyalty to the Limousin brand is created when quality animals are promised and delivered. The best way to do that is with the endorsement of the CLA that the animal is a registered seed stock animal.

With Bull Buying Season upon us, be sure that you are prepared with registration certificates and proper transfer information complete.

For all active members, why not use some effective marketing strategies this bull season and offer to your valuable producers:

1. The Commercial Feeder Fax. This Fax sheet, once completed by the cattleman, and submitted to the CLA, is posted on the CLA website commercial page for viewing. This exposure will allow for Auction Markets, Feedlots, Order Buyers and fellow cattleman to view your feeder offering. It is then their responsibility to contact the owner of the cattle on offer. As an added feature the CLA will forward the completed feeder offer sheet by fax to the Auction Markets in your target area. The CLA has launched this extension service for commercial cattleman with Limousin influenced cattle to gain additional exposure in opportune markets. The blank feeder fax forms are available: at the office, downloadable off the website (forms tab), tear out from the Bottom Line Newsletter. By encouraging your customers to participate, demonstrates your commitment to the success of their business, and nurtures a relationship that will enhance your business potential and endorse the Limousin Brand as the breed of choice.

2. Posters and postcards - these items are available through the office- use these to showcase your sale, Open House or Private Treaty offering this spring, the poster accompanied by a postcard mailed to key producers in your area is sure to attract their attention to the function you are hosting.

3. Target marketing – send potential customers within a 30 mile radius of your home a postcard and invite them to your sale – you maybe surprised what happens when you invite someone to come over!

4. Customer Appreciation - Thank Bull Buyers by ensuring they get a copy of the Bottom Line newsletter, it is as simple as completing the transfer of ownership. Be sure to let your buyers know the Newsletter is compliments of you and your Association.

Good luck with calving and your bull season.

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