



April 12, 2012

Dear Present and Past Oregon Limousin Breeders,

Greetings from the Oregon Limousin Breeders! It has been a while since we have visited with many of you. We decided to take some time to touch base with all of the current and past Oregon Limousin Breeders to see where you are with your breeding program today. We are all feeling your pain with were the Limousin market has been the last few years. Because of the market I am sure that some of you have brought in different breeding or even switched breeds altogether. I know that my family's ranch has been supplementing their breeding program and has taking full advantage on the Lim-Flex breeding. I also know that just this spring their yearling calves topped the sale in Central Oregon and were had an outstanding yearling weight of close to 800lbs. That is something that many of the other breeds could not do alone.

Our family has raised Limousin cattle for close to thirty year. I remember when my brother was in fourth grade and took his first Limousin steer to county fair and all of the 4-H leaders in our club told him that he would place at the at the bottom of the class if he didn't have a Simmental or a Herford steer. My brother took grand champion at our little county fair and by the time I started showing six years later we were told that if you didn't have any Limousin breeding in our market steers we would never make it to the top. If is funny how all of the breads have their ups and downs. I know that Limousin cattle in the western states have taken a beating over the past ten years, but I feel that the quality is at the highest it has ever been.

The Limousin breed has changed a lot in the past ten years. Good, bad, or indifferent they are no longer the big raging, double muscled, blond cattle pasture cattle that we all fell in love with years ago. The market asked for black, moderate, efficient cattle that could hold up in a range, pasture, or feedlot situation. The Limousin breeds have not only given the market black or red, moderate and efficient cattle; they were able to keep most of the fantastic qualities that the Limousin breed has always been known for. In study after study, Limousin cattle deliver higher dressing percent, more desirable yield grades and higher percent retail product than Angus, Hereford, Charolais, Simmental and Gelbvieh. Limousin females are still known for their maternal efficiency, starting at calving, where Limousin females have less calving difficulty due in part to lighter birth weights than other continental breeds. Limi cows are moderate in mature size and have optimum milk production. Maternally, Limousins are more flexible and efficient across a wide range of environments.

If you have not been a member of the Oregon Limousin Breeders recently, we would like for you to know that or organization is working hard to support our members and the Limousin breed in the beef industry. As of 2011 we have a new updated website that all of the limousine breeders are welcome to use to help market their cattle. We would love your feedback on our site. <http://www.oregonlimousin.org>

Not only would we enjoy feedback about the website we would also like some feedback about your program and where the Limousin breed is fitting into your program. Please fill out the attached survey. If you are

interested in being part of our Oregon Limousin Breeders please fill out the attached Membership form. We are also welcoming award sponsors for our Oregon shows that will be taking place at the Oregon State Fair. You are welcome to sponsor our Oregon Junior Limousin Breeders shows and programs as well. Just check the boxes on the survey and fill the award and the amount you would like to sponsor.

The next Limousin sale will be on May 6, 2012, the Northwest Breeders Female sale at the Madras Auction. We will also be hosting the Oregon Limousin Breeders Spring meeting at the sale which will be taking place at 10:30AM in the café at the Auction yards. We hope to see you there!!!

<http://www.jdaonline.com/upcomingsales.html>

Sincerely,

Grace Haskins-OLB Treasure

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