## Limousin Breeders Attend National Conference

ENGLEWOOD, Colo .--- If education is the road to success, then Limousin breeders from 18 states and Canada were on the fast track May 31-June 2 in Oklahoma City for a national beef education short

course which focused on industry realities and opportunities for the Limousin breed.

"Having cattlemen from acr ss the nation and Canada invest he time and money to attend suc a

## Romney Association Announces National Show, Sale

CORVALLIS, Ore.-Some of Exposition, 1305 Memorial Ave., the best Romney sheep in the United States will be on view in September at the Eastern States Exposition, Springfield, Mass., where the American Romney Breeders Association will be conducting its annual show.

The prestigious show takes place only once every three years, and this is the first time it will be on the East Coast. In conjunction with the show, the ARBA is sponsoring its first-ever National Sale.

The National Show to be iudged by Tom Brown of Troy, Ohio, will feature both white and na ural-colored Romney lambs ard yearlings, and will take place Sept. 23. The Youth Show will run concurrently with the National Show. White and natural-colored Romney fleeces will be judged on Sept. 23. For an entry booklet and form, contact the Eastern States

W. Springfield, (413) 787-0124. All entries are due by 5 p.m. on Aug. 15.

The ARBA's annual meeting and banquet will follow the natural-colored show, beginning at 5 p.m. at the Storrowton Tavern on the Exposition grounds.

The National Sale for white and natural-colored yearlings and lambs, will follow the ARBA's annual meeting, the evening of Sept. 23. To enter sheep in the sale, or to obtain a sale catalog, contact Banner Sale Management, PO Box 500, Cuba IL 61427, (309) 785-5058. The deadline for entries is Aug. 1.

For information about Romney sheep and the ARBA, contact John Landers, Secretary, American Romney Breeders Association, 29515 Weslinn Dr., Corvallis OR 97333, (503) 753-7603.

conference speaks highly of Limousin breeders' commitment to not only improving their genetics, but to understanding the total industry, from commercial cow/ calf, to feedlot, to packer, to retailer," said John Edwards, executive vice-president for the North American Limousin Foundation (NALF).

Participants from Pennsylvania included Roy Neer-Quail Run Ranch, Slippery Rock and Tom Soboleski-Windridge Farm, Waterford.

For their time, these cattlemen received a bird's eye view of the industry and the changes going on within it. While there were no easy answers, industry themes revolved around product and price discovery.

As an example, Tom Meyer, corporate sales and training manager for Excel, one of the nation's top three beef packers explained, "Quality is where we're headed today...it's not just the retailer who needs to sell beef."

Ralph Chain, owner of Chain Land and Cattle, a sprawling commercial cow/calf, stocker and feedlot operation based in Oklahoma added that if cattlemen want a premium, they have to be willing to build a superior product first.

Glenn Dolezal, professor of meat science at Oklahoma State



John Edwards, center, executive vice-president of the North American Limousin Foundation led breeders from 18 states and Canada through live cattle evaluation of breeding stock and market steers. Participants followed the market animals on to the rail, learning more about the needs of each industry segment.

University, explained, "First, you have to know what type of cattle you are producing."

In fact, that's how breeders spent much of two days, learning more about their product live and on the rail. As well, they found out more about NALF's Commercial Marketing program which helps breeders offer their commercial

customers marketing alternatives while collecting feedlot and carcass data.

The Limousin breed is the numher one Continental breed in the United States as measured by annual NALF registrations. The breed is noted for its calving ease, leanness, cutability, and feed efficiency.



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