

Nebraska Limousin Association General Meeting
February 19, 2020

The 2020 annual breed meeting of the Nebraska Limousin Association was held on Wednesday, February 19, in the meeting room of Kearney's Country Inn & Suites hotel. Association members, family & friends enjoyed some refreshments before the meeting. Jay Boyer, who was formerly our vice president, then brought the meeting to order. He had us all introduce ourselves by giving our name and sharing our earliest memory involving cattle.

Gwen gave the minutes of our last meeting of February 2019. Leon Leishman moved they be approved as read. Rob Brawner seconded the motion and it was approved. We then discussed ways that we might honor our former association president, Gerry "Gus" Gustafson. This was followed by the Treasurer's report, which was accepted after Dan Hunt's motion and Mitch Schultz's second.

Mackenzie Johnston presented a Nebraska Cattlemen's report. The 3 priority bills they chose for this year are: LB 1200, concerning the Nebraska Brand Committee; LB 974, which reduces property taxes by reducing reliance on them to fund K-12 public education; and LB802, which links the use of groundwater to ownership of the overlying land.

We were also informed that the "Navigable Waters Protection Rule becomes law mid-March and is a vast improvement of the 2015 Clean Water Act because it clearly defines the water that is protected.

She also discussed the Electronic Logging Device "ELD" Mandate, the Real Meat Act introduced by Sen. Deb Fischer to end deceptive labeling practices of alternative protein products (Fake Meat,) and the USMCA, Japanese, Chinese and EU trade deals.

In Dean Summerbell's Heartland Limousin Report, he informed us that the Heartbeat is being mailed to 5400 addresses. A major meeting was held in November to assess the Heartland Association, redefine who they are and to set goals. These goals included:

- 1) Promote the Limousin breed to commercial cattlemen. To accomplish this, they want to promote the Commercial Producer Award and put the Heartbeat emphasis on commercial cattlemen and juniors.
- 2) Improve the Limousin breed.
- 3) Continue the social aspect of Limousin people. "Make sure your association does something to promote the social aspect of your association yearly, so that people **want** to belong."

Savannah Peterson shared her story and experiences with us as she had received a Limy heifer from the Hunt family as part of the Aspiring Young Cattlemen program.

Next, Dan Hunt gave us a NALF report. He told us that improving the organization starts with grassroots discussions like tonight's. NALF welcomes input to make the organization and breeders more profitable.

This began a lively discussion, with Matt Bruner encouraging us all to use our social media to advantage more often. Dean talked about the mass Limousin phenotypes going into the 16-breed IGS system, putting us way ahead of the game. Jay brought up the need to promote Limy cattle at local sale barns. Rob encouraged a Limousin-certified or verified program with identifiable ear tags. Jay presented the idea of \$15/straw semen in order to get more semen and users of Limousin genetics out there. Dan told us 11 of the top 30 bulls in the Grow Safe System for testing feed efficiency are Limousin, including the #1 position. Also, the April 23 board meeting will be a tour of the Neogen lab in Lincoln, and all are invited.

Dean told us that the Heartland Association thanked Mark Nutter for his 6 years serving on their board and that Rob is our new board member.

For the NE Junior Association report, Rob told us the NE Junior Beef Expo in Norfolk will be June 6-7th this year. Kids who do all the contests earn 50-\$100. The website is: www.NESimmental.com/njbe.

We then elected board members for the upcoming year. Jay moved and it was seconded that Rob and Jamie each be re-elected to another 3-year term. Dan moved and Leon seconded that Jay serve as president for 1 year to finish out Gus' term. Leon moved and Dan seconded that Rob serve as VP for this year and then as president next year. Dan nominated Leon to serve as our new Board Member-at-Large, and Gwen seconded it. All the motions passed.

Then, Rob moved and Mitch seconded that we adjourn, and that passed.

Following the meeting, Rob auctioned off the donated benefit items. That brought in \$1920.

Respectfully submitted,
Gwen Behrends
NLA Secretary