

AUSTRALIAN LIMOUSIN BREEDERS' SOCIETY

STRATEGIC PLAN >> 2021-2025



VISION

To be a trusted and desired source of genetics to deliver rapid growth, high yield and quality beef in an efficient and sustainable way.

MISSION

To advance, advocate and administer the Limousin breed by:

- Enhancing the marketability and market recognition of Limousin
- Promoting the role of Limousin in innovative beef businesses
- Supporting, enabling and informing members.

LIMOUSIN
Carcass, Yield, Efficiency.



PURPOSE

The 2021-2025 strategic plan is designed to provide a clear corporate focus and strategic direction for the Australian Limousin Breeders' Society (ALBS) across the next 5 years and supports a vision for the Australian Limousin Industry for the next 10 years.

OUR VALUES

- Determined and focused in pursuing our vision.
- Honest, transparent and collaborative in building relationships with fellow members, stakeholders and our customers.
- Socially responsible in terms of environmental sustainability and animal welfare.
- Caring and empathetic.
- Innovative in all aspects of our business.
- Adaptable to changing business and environmental circumstances.



CORPORATE GOALS

Breed Advancement



Define and improve the most valued and market relevant attributes of the Limousin breed

- Identify, quantify, prioritise and validate the Limousin attributes that deliver value to the beef industry.
- Develop and promote tools to improve future focussed aspects of Limousin.
- Increase Breedplan data use, input and quality by Limousin breeders.
- Develop the skills and knowledge of members to adopt and use the genetic improvement tools to improve the Limousin attributes .

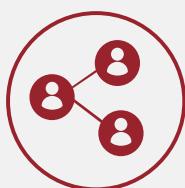
Market Demand



Create visibility, awareness and recognition of the attributes of Limousin cattle.

- To enhance the awareness of Limousin's strengths by regular media presence and social media posts.
- Develop case studies of Limousin based production systems and promote on all media channels.
- Develop and promote Limousin communication channels for commercial producers. For example, website/Instagram/twitter/LinkedIn/Facebook
- Promote the value of Limousin to new and emerging markets.
- To build an email list of interested producers, supply chain stakeholders and consumers to keep them informed and engaged.

Social Responsibility



Explore and research Limousin's potential to enhance beef's social license in protein production.

- Define and/or measure the carbon footprint of a Limousin infused beef production system compared with other beef breeds.
- Define and demonstrate the impact of selection for temperament on handler welfare, animal welfare and product quality.
- Develop quantitative evidence of the impact of Limousin on calving ease in cross breeding herds.
- Promote the positive role of Limousin cattle in dairy beef production.

Service Delivery



Improve the performance, efficiency and effectiveness of the company's operations.

- Develop a high level of corporate governance and establish policies and procedures to increase the organisational resilience.
- Work closely with Genetic Hub to deliver a service for the benefit of ALBS and Genetic Hub.
- Develop and nurture corporate partnerships to enhance ALBS capabilities.
- Attract alternative sources of funding to help ALBS invest in future-focused programs.

BREED ADVANCEMENT

Identify, quantify, prioritise and validate the Limousin attributes that deliver value to the beef industry.

1. Survey Limousin members, producers, processors and supply/value chain stakeholders.
2. Review Scientific literature, current and past industry data sets and reports.
3. Increase the collection of Limousin infused carcass data and its analysis

Develop and promote tools to improve future focussed aspects of Limousin.

1. Develop and deliver tools that enable Limousin breeders to participate in emerging markets
2. Continue to review and update Limousin indexes to best meet the requirements of future production systems and markets

Increase Limousin Breedplan data use, input and quality by Limousin cattle.

1. Actively encourage members to join and submit herd performance data to Breedplan.
2. Enhance performance recording knowledge and understanding of the value of EBVs.

Develop the skills and knowledge of members to adopt and use the genetic improvement tools to improve the Limousin attributes.

1. Conduct webinars and regional workshops where possible to provide relevant information to breeders.
2. Provide small group and one-on-one advice and support to members looking to advance the amount of data they generate on their cattle.

MARKET DEMAND

To enhance the awareness of Limousin's strengths by regular media presence and social media posts.

1. Regular press releases provided to media.
2. Regular and consistent messaging on social media.

Develop case studies of Limousin based production systems and promote on all media channels.

1. Develop Limousin case studies that can be shared on various media.
2. Develop multimedia presentations and interviews that can be shared on social media and website.

Develop and promote Limousin communication channels for commercial producers. For example; website, Instagram, Twitter, LinkedIn and Facebook

1. Develop a stand alone Limousin promotion website that focusses solely on commercial producers.
2. Launch or update social media accounts that provide regular material on Limousin cattle.

Promote the value of Limousin to new and emerging markets.

1. Investigate potential ways to increase Limousin use in the Certified Grass-fed market.
2. Promote the use of Limousin to the Dairy Beef market.

To build an email list of interested producers, all supply chain stakeholders and consumers.

1. Establish and maintain an email list of interested producers and value chain participants.
2. Ensure consistent and relevant content is being sent to keep commercial producers informed.

SOCIAL RESPONSIBILITY

Define and/or measure the carbon footprint of a Limousin infused beef production system compared with other beef breeds.

1. Through collaborations with industry partners and research organisations; identify and capitalise on the traits that improve total methane and methane intensity, for example, Limousin longevity and Limousin's being browsers rather than grazers.
2. Use Limousin's advantage highlighted in the trials and models as a marketing tool to promote a lower carbon footprint

Define and demonstrate the impact of selection for temperament on handler welfare, animal welfare and product quality.

1. Gather information from the scientific literature on the impact of temperament selection on animal welfare and beef quality.
2. Instigate a MLA Producer Demonstration Site (PDS) style project aiming to demonstrate the impact of docility on handling and welfare.

Develop quantitative evidence of the impact of Limousin on calving ease in cross breeding herds.

1. Seek co-funding through a PDS style project to investigate the calving ease associated with using Limousin bulls over beef or dairy cattle.
2. Conduct a survey of commercial producers to determine experiences with Limousin bull use.

Promote the positive role of Limousin cattle in dairy beef production.

1. Establish the Limousin breed advantage as one that is recognised world-wide.
2. Build strategic partnerships with dairy organizations to assist with the promotion of dairy beef production and consumption.

SERVICE DELIVERY

Develop a high level of corporate governance and establish policies and procedures to increase the organisational resilience and efficiency.

1. Review and redevelop the ALBS Constitution consistent with Corporations Law and the national operating environment.
2. Establish a Board Committee for each Corporate Goal to drive strategy delivery, with defined Terms of Reference.
3. Review operating and finance systems and implement efficiencies where possible.

Work closely with Genetic Hub to deliver a service for the benefit of ALBS and Genetic Hub.

1. Develop processes and systems that allow a response to members enquiries within 24 hrs.
2. Promote the growth of Genetic Hub
3. Monitor and influence the ongoing effectiveness of service delivery to members by Genetic Hub

Develop and nurture corporate partnerships to enhance ALBS capabilities including but not limited to:

1. Agricultural Business Research Institute (ABRI)-for R&D commercialisation and operational systems.
2. Animal Genetics & Breeding Unit (AGBU) – for genetics R&D.
3. Meat & Livestock Australia (MLA) – for matching Federal Government funding.
4. Universities specialising in animal production – for collaborative research projects and training.

Attract alternative sources of funding to help ALBS invest in future-focused programs.

1. Instigate and participate in collaborative research and development projects that are advantageous to Limousin.