



CANADIAN LIMOUSIN ASSOCIATION **STRATEGIC PLAN** 2025 - 2028

The Canadian Limousin Association's Strategic Plan for 2025–2028 is about building a strong future for the Limousin breed by focusing on what matters most—people, member services and genetic progress. Central to this vision is a commitment to mentoring the next generation of beef industry leaders, ensuring our breed continues to grow with fresh ideas and consistent guidance. By embracing emerging technologies and advancing genetic potential, the Association aims to equip breeders with the tools needed to enhance profitability and sustainability. This strategic plan also emphasizes the importance of building and promoting a strong, recognizable Limousin brand—one that reflects the breed's ability to earn a premium in the beef value chain. It's an exciting time to be part of the Limousin breed, and this plan is our guide for moving forward—together.

MISSION

To provide programs, services, technology and leadership to enhance the genetics of the Limousin breed, broaden its influence within the beef industry and to make our members profitable and sustainable

VISION

Limousin to be recognized as a beef industry leader in docility, maternal ability, calving ease, feed efficiency, and carcass yield.

CORE STRATEGIES

- Mentor leaders of today and the next generation
- Maintain and expand relationships among members and other industry stakeholders
- Embrace and develop new technologies to continually improve member services
- Facilitate the value of genetic advancement and education
- Build and expand the brand through marketing and outreach





MENTOR LEADERS OF TODAY AND THE NEXT GENERATION

- Invest in leadership training and continuing education
- Support Canadian Limousin Junior Association through staff and financial resource
 - Mentorship program between CLA and CJLA Boards
- Succession planning to set our membership up for the future
- Develop on-boarding packages for new members and board members



MAINTAIN AND EXPAND RELATIONSHIPS AMONG MEMBERS AND OTHER INDUSTRY STAKEHOLDERS

- Facilitate member events online, at shows, member and consignment sales
- Developing and maintaining international relationships and presence

EMBRACE AND DEVELOP NEW TECHNOLOGIES AND CONTINUALLY IMPROVE MEMBER SERVICES

- Continually improve Digital Beef to facilitate simplicity of data entry and registration for members
- Evaluate new technologies to implement for record keeping and help educate members on its use and importance
- Maintain the Limousin herd book integrity
- Provide clear and timely communications to support stakeholder activities

FACILITATE THE VALUE OF GENETIC ADVANCEMENT AND EDUCATION

- Develop a commercial cattle database to provide genetic information to commercial producers
- Create a greater emphasis and focus on more complete whole-herd reporting
- Develop indexes for maternal and terminal traits to aid producers in their genetic selection decisions



BUILD AND EXPAND THE BRAND THROUGH MARKETING AND OUTREACH

- Grow brand awareness by building greater brand loyalty among current users
- Expanding timely membership communications
- Develop new media to demonstrate docility advantages of Limousin



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