

BOARD ACTION

The American Hereford Association (AHA) Board of Directors met for their annual spring meeting in Kansas City, Mo., April 14. The following are highlights of the meeting:

Nominating committee

President David Breiner submitted the proposed nominating committee. The board approved the committee, including: Terri Barber, chairman, Austin, Texas; David Burns, Pikeville, Tenn.; Steve Douthit, St. Francis, Kan.; Bob Harrell, Baker City, Ore.; and Joe Van Newkirk, Oshkosh, Neb.

Breed improvement committee

DNA work will be transferred from Maxxam Analytics to GeneSeek by the end of June. AHA members will have two different testing options. The first will be the basic parentage and abnormality test. The other test will be a 50K SNP panel to build the database for ongoing discovery and to work molecular breeding values into the genetic evaluation.

The cost for the basic test for bulk rate and individual rate will be \$20 and \$30 per head, respectively. The 50K panel will be priced at \$85 while the “works” including parentage and abnormality testing as well as the 50K panel will be priced at \$100. (See Page 106 for information about GeneSeek and watch for updates on the switch to GeneSeek in *Hereford eNews*.)

The process of integrating genomic data into the genetic evaluation continues. Staff hopes to have the interim genomic-enhanced expected progeny differences (EPDs) ready to release this summer.

It was reported that DNA on six prominent bulls has been sent to Dorrian Garrick at Iowa State for a whole genome scan.

Eight bulls will be tested in the Simplot research project this year. Staff members are still waiting on the birth data from year one of the project. Preliminary data indicates that the Hereford bulls used on black heifers last year were comparable in calving ease to low birth weight Angus bulls. (See Page 12 for data received after the meeting)

The Board voted to amend rule No. 6: NON-REGISTERED ANIMALS: The Association may collect and maintain DNA profiles on animals other than

registered animals. The Association may, from time to time, compare the DNA profiles of registered animals and the DNA profiles of animals with respect to which applications for registration have been submitted with the DNA profiles of non-registered animals. The Association may deny registration to, or revoke the registration of, any animal based on this comparison.

Marketing committee

The marketing committee discussed several marketing initiatives, including:

- 1) The opportunity to develop a Kazakhstan export marketing cooperative program. Staff has been approached by the Kazakhstan government and representatives from a firm involved with John Deere to establish guidelines, trade relationships, a Hereford association office in Kazakhstan, and an exchange student program for the purpose of developing a long-term sustainable seedstock industry for Kazakhstan. The Board endorsed the further pursuit of prospective opportunities with the interested parties.
- 2) *BuyHereford.com* has generated more than \$380,000 in sales this fiscal year, nearly doubling last year's sales. The mandatory minimum bid requirement has made the system much more agreeable to buyers because they know what it will take to own the lot.
- 3) A new AHA advertising campaign is in developmental stages. Staff is evaluating a placement plan that will include a multi-page insert along with half, quarter and full page ads.
- 4) The board discussed the opportunity to develop a Texas Bull Test Station at PX Feeders in Evant. Several breeders have used the feedlot for bull development and bull marketing opportunities and the lot owner is interested in establishing an organized bull development and marketing program. The

Board recommended staff share this opportunity with Texas state leadership in order to encourage local leadership to evaluate the opportunity and that the AHA develop a set of standards for a pre-test health program, along with breeding and structural soundness for a bull test.

Member service committee

The Board was updated about the records department, including systems review and new technology development.

The Association is working with a systems engineer to evaluate and improve the data flow system in the office. The average turnaround time for mailed in work once it reaches the office is approximately six and a half days throughout the year. If an average postal time for work sent by a breeder and received in the office is three days, then an additional six days can be added to the average turnaround time making average work take 12.5 days from start to finish.

If there are requests for information (RFI) reports generated from errors or holds for information (yellow sheets), then work time for a group can be at least double that time frame if staff relies on the mailed report to recover the missing data. For current electronic submittal, the average turn time is three and a quarter days.

Other records department statistics:

- 3,300 memberships are processed or renewed annually.
- Peak memberships processed per week or day occurs during the member service fee renewal in the fall.
- Peak animal registrations processed per week or day is from May 15 to Aug. 31.
- Typical number of member transactions per work order are five to 10.
- Typically, an estimated 35 credit card slips are processed per day.
- Typically, an estimated 80 envelopes are in-processed per day.
- Typically, an estimated 125-150 envelopes are out-processed per day.

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- Typically, an estimated average of 80 phone calls per day are received by customer service from members.

Staff has outlined a goal to reduce the average turnaround time for all work to two and a half days within two years.

Staff continues to work on development of a new online system that will help the Association move toward the goal of 85% electronic submission.

Show and sale committee

The committee discussed the format of the National Hereford Sale at the National Western Stock Show. Staff was directed to investigate the possibility of a new location for the sale and also pursue the prospects of a second sale event in Denver that would feature semen and embryos.

The Board passed the following motions related to shows:

- 1) AHA may collect DNA samples from any Hereford show animal (bull, female or steer) from any show at any time for purposes of validating the pedigree.

- 2) Any Hereford steer shown at an AHA-sanctioned steer event where premiums are paid for steer classes, including the Junior National Hereford Expo (JNHE), must be registered and documented back to registered Hereford parents beginning in January 2014. Steer certificates will still be made available for those wishing to take their steer to a show without a pedigree requirement.

CHB LLC update

Fiscal year-to-date income for Certified Hereford Beef (CHB) LLC is \$140,000.

Two new employees have been hired to serve as territory managers. Danielle Starr and Jill Johnson will be starting in May after they graduate from their respective colleges.

It was reported that Greater Omaha Packing Co. is becoming more aggressive, attaining an 80% certification rate.

Better carcass utilization has led to a projected 33,000 more cattle going through the program by fiscal year end.

Youth, Foundation report

Amy Cowan, AHA youth and foundation director, reported on the various activities planned for the 2012 Junior National Hereford Expo (JNHE) in Grand Island, Neb., July 2-8. This year there will be Hereford Youth Foundation of America (HYFA) Foundation Club. For a \$100 contribution, club members can visit the hospitality suite and watch the JNHE while enjoying light snacks and drinks. In addition, there will be a golf tournament to raise money for HYFA.

Cowan reported HYFA is getting very close to the \$2 million mark at \$1.89 million. The Foundation has approved the hiring of a grant writer to pursue money for the youth program, support the JNHE and the Program for Reaching Individuals Determined to Excel (PRIDE) Convention. This year PRIDE Convention will be headquartered at Michigan State University, July 30 to Aug. 2.

Bailey Clanton, a recent Kansas State University graduate, will be the youth program intern this summer. In addition, Cowan will be choosing four youth to serve as ambassadors during the JNHE. **HW**