

# BOARD ACTION

The American Hereford Association (AHA) Board of Directors met in Kansas City, Mo., April 14-15, 2016. The following are the highlights of the meeting:

## Finance and Audit

Chief Investment Officer at United Missouri Bank David Mathews gave a performance report on the current investment policy adopted by the AHA Board of Directors. Mathews reported that the labor market is expanding, the housing market is better, manufacturing is getting better and in this election year, the stock market should get stronger in the second half of the year. However, interest rates are still lowering and the markets are very soft with only a 2% growth in gross domestic product.

## Breed Improvement

A review was given on the progress of updating the profit (\$) indexes with new economic figures and additional traits. The timeline to release these updates will coincide with the release of the new genetic evaluation software, BOLT. The committee recommended the updates be reviewed by scientists and breeders.

Staff shared the progress of BOLT including the automation of data extraction from AHA's database ILR2, the updating of genetic parameters, the inclusion of genotypes and the new configuration of the evaluation into smaller groups of traits.

The staff reported the more frequent runs of the current genetic evaluation have gone well. Breeders have become more comfortable with the release of updated expected progeny differences (EPDs). The flow of data extraction, run of the evaluation and loading of updated data have been seamless.

AHA Director of Breed Improvement Shane Bedwell shared that he and Director of Commercial Programs Trey Befort have had meetings with large feedlot operations and video marketing groups to develop a strategy for identifying and documenting Hereford-influenced feeder cattle.

AHA staff reported they are working with GeneSeek to develop a strategy to make DNA testing more affordable and to work toward creating a bundled price for both genotyping and registration. As the AHA moves forward with the new genetic evaluation, the Board says it will be important to genotype entire calf crops in order to properly identify the genomic effect.



## Marketing and Communications

It was reported the new national ad campaign, "He wants it All" has been placed and that the videos developed with Jess Herbers have had more than 2,000 views. Graphic Arts, Topeka, Kan., will make arrangements with chef Scott Ellinger to do a photo shoot and interview in order to develop the final ad of the series to be released in the fall of 2016.

Terri Barber shared some statistics with the Board that showed the impact of the Jess Herbers ad in *BEEF*. It was shared that the ad was seen by slightly more readers and that 12% more readers found it

more useful than similar ads.

It was announced that Kaylen Baker and Katy Holdener will join the AHA staff on May 19 as the new marketing and communications coordinators. They both graduated from Oklahoma State University. It was shared with the Board that a short and long term marketing and communications strategy will be developed including social media, cattle and industry meetings, website design and Certified Hereford Beef (CHB®) point of sale material.

The Board directed the staff to develop a plan and budget for a strategic planning meeting in the spring of 2017.

## Member Service

The AHA staff shared a summary of statistics and performance of *MyHerd.org*. Since last fiscal year, there has been a 47% increase in transactions representing 60% more payments and 63% more charges. Agricultural Business Research Institute (ABRI) is working on a new platform for MyHerd that could make performance improvements in the future.

Staff is continuing to work on the development of DNA requests, status and results through MyHerd along with a spreadsheet registration opportunity.

Dave Bielema moved and Curtis Curry seconded the motion to reduce the cost of a breeding share agreement to \$250. The motion passed unanimously.

Jonny Harris moved and Curtis Curry seconded the motion to move ahead with a new cost structure for current American Beef Records Association (ABRA) customers. The motion passed unanimously.

**myHERD.org**  
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### **Certified Hereford Beef**

Certified Hereford Beef (CHB®) has seen an increase of more than two million lb. of sales compared to last fiscal year with 23.7% growth in foodservice, 28.5% growth in value added and a -3.2% in retail.



CHB LLC Chief Operations Officer Amari Manning shared her business plan of regionalizing staff and implementing a strategy to grow through new and old accounts in both retail and foodservice markets.

CHB LLC staff reported that they continue to work with current packers to develop value-added opportunities.

Ron Santoro was introduced to the Board as the newest CHB employee, representing CHB LLC as the northeast regional brand manager.

### **Show and Sale**

Curtis Curry moved and Dave Bielema seconded the motion to require all exhibitors at the 2017 National Western Stock Show to have all bulls born on or before Dec. 31, 2015, be accompanied by a positive semen test result and that all females from the intermediate division or older be confirmed pregnant by a licensed veterinarian's statement. These requirements must be met by all cattle exhibiting at the show. The motion passed by a majority vote.

Terri Barber moved and Kyle Pérez seconded the motion to require all live cattle sold through an AHA national sale to have a DNA profile completed before each sale. The motion passed unanimously.

### **Herford Publications Inc. (HPI)**

Staff reported that the business trend has been good and that they have seen an increase in Creative Services projects and *Hereford World* advertising.

Editor Julie Mais reported that the July *Hereford World* will have an international theme for editorial content. The *Hereford Handbook*, an annual feature of the July *Hereford World*, will be revamped so it can be used more for a member service piece. Mais also reported the *Hereford World* staff will begin a redesign with a debut set for the July 2017 issue. The last redesign for the *Hereford World* was in 2006.

HPI Production Manager Caryn Vaught and Mais reported the HPI summer intern will be Kayla Wilkins from Texas Tech University. She is an agricultural communications major and will graduate in May 2017. She is a scholarship intern from the Livestock Publications Council. **HW**