

AMERICAN GELBVIEH ASSOCIATION

2022-2027 STRATEGIC PLAN



AMERICAN GELBVIEH ASSOCIATION

2022-2027 STRATEGIC PLAN

VISION STATEMENT

Position Gelbvieh and Balancer® cattle as the industry standard for beef production efficiency, while increasing profit opportunities for all stakeholders.

MISSION STATEMENT

The American Gelbvieh Association (AGA) is dedicated to recording and promoting Gelbvieh, Balancer and Gelbvieh-influenced cattle, while providing members and their customers programs and services to advance the breed.

CORE AREAS

Business Structure | Industry Relations | Gelbvieh & Balancer® Competitive Position | Stakeholder Profitability

CONCEPT

The American Gelbvieh Association staff will work with AGA leadership, committees and membership within the core areas to develop tactics for achieving the goals outlined in this plan. These goals are designed to serve as a road map for future success of the Gelbvieh and Balancer breed, association and stakeholders. Flexibility of strategies and work plans in order to meet the needs of the modern beef industry will be vital to Gelbvieh and Balancer's competitive position and the long-term success of the association.

GOALS AND STRATEGIES

BUSINESS STRUCTURE

The ability to grow the AGA business through prudent financial planning, knowledgeable staff and maintaining herdbook integrity, while capitalizing on opportunities, is essential for the long-term success within the beef industry.

01. Expand AGA business and capitalize on opportunities for long-term viability in the beef industry. *strategies*

- Stay informed with current and developing industry technologies.
- Explore alternative revenue sources and non-traditional services to stakeholders.
- Continue for cash reserves to total at least one-half year AGA operating expenditures.
- Invest reserves as an alternative revenue source.

02. Maintain an AGA staff that is comprised of knowledgeable professionals who support AGA's vision and mission and are dedicated to improvement of the beef industry.

strategies

- Attract and develop knowledgeable and talented staff.
- Support continuing education, development, and industry involvement.
- Develop and maintain a successful onboarding process and standard operating procedures.
- Establish staff as the expert in their field to be a resource for AGA members, stakeholders and the industry.

03. Maximize the standards of total herd reporting by thorough collection and management of data to increase opportunities for breed growth, while still maintaining the herdbook's overall integrity.

strategies

- Greater emphasis on total herd reporting.
- Explore possible incentives for quality data collection.
- Continue to encourage DNA testing and parent qualification of animals within the AGA herdbook.
- Provide further member education and resources for quality data collection and emphasize the importance to the evaluation of Gelbvieh and Balancer cattle.

GELBVIEH & BALANCER[®] COMPETITIVE POSITION

The AGA is committed to providing the most accurate and useful data while assisting stakeholders in utilizing that information to gain a competitive advantage in the marketplace.

01. Position Gelbvieh and Balancer as the industry standard for beef production efficiency by achieving optimum productivity and decreasing utilized inputs and costs.

strategies

- Create a sustainability index to help identify efficient genetics within the Gelbvieh and Balancer population.
- Develop key messaging and branding opportunities for establishing Gelbvieh and Balancer as the sustainable breed or efficient breed.

02. Provide the most advantageous selection tools and software capable of representing current industry standards for the advancement of Gelbvieh, Balancer and Gelbvieh-influenced cattle.

strategies

- Increase emphasis on data collection efforts.
- Further connect with and gather data from commercial operations utilizing Gelbvieh and Balancer genetics.
- Review current indexes and EPDs to ensure AGA is providing the most accurate tools available.

INDUSTRY RELATIONS

The success of the Gelbvieh breed may be as much about the people involved as the cattle themselves. Growing membership, attracting new customers, and leveraging partnerships will result in prosperity for the Association.

01. Attract, retain and grow AGA membership by enhancing member engagement through communication and increasing awareness of available resources.

strategies

- Enhance member outreach and education.
- Utilize AGA committees as a vital part of the AGA's grassroots efforts and membership involvement.
- Engage past junior members through alumni outreach.
- Provide superior customer service to AGA members, customers, and stakeholders.

02. Leverage strategic partnerships to provide services that benefit Gelbvieh stakeholders and the modern beef industry.

strategies

- Develop partnerships to provide expanded services for AGA members and customers.
- Implement programs and services that capitalize on existing partnerships.

03. Increase awareness of the strengths of the Gelbvieh and Balancer breed to help gain market share.

strategies

- Correct misinformation by providing key messaging for target audiences.
- Utilize influencer engagement by leveraging relationships with auction barns, video companies and cattle buyers, etc. to help correct outdated misinformation.
- Develop and market collected information from seedstock and commercial producers on the profitability of Gelbvieh and Balancer to buyers, feeders and packers.

STAKEHOLDER PROFITABILITY

The AGA continues to evolve to provide services that are of value to stakeholders within a modern beef industry.

01. Deliver tools, programs and services that add value to Gelbvieh, Balancer and Gelbvieh-influenced cattle and increase profit opportunities for all stakeholders.

strategies

- Develop programs that create value for Gelbvieh and Balancer-sired feeder calves and replacement females.
- Further enhance existing programs to ensure they are meeting the needs of today's cattle producers.