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March 2023 Board Meeting Review and Talking Points

AGA Staff

- Sarah Dannehl has been hired to fill the role of performance programs coordinator and will start with the AGA on April 17. Sarah comes from a commercial cattle operation where her family has used Balancer® bulls for many years. She was an AGA summer intern in 2019 while she finished her undergraduate degree from the University of Nebraska – Lincoln. Sarah will be assisting members and customers with the online registry, oversee data collection projects such as Carcass Data Collection Project and Cow Power Female Genotyping Project, support our DNA department, and assist with member education.
- Shianna Bradley will be joining the AGA staff full-time upon her graduation from Purdue University in May. Shianna has been working in the AGA office part-time since January assisting members and customers with the online registry and supporting general office functions. Shianna will continue in a similar role with emphasis on member education with the online registry and assisting with DNA testing questions.
- Ava Perrier will be joining the AGA in May as the summer intern. She is currently finishing up her sophomore year at Kansas State University and comes from a seedstock background. Ava will gain experience within all facets of AGA including attending the junior national show in South Dakota and assisting with our annual sale price analysis.

Breed Improvement

- Dr. Bob Weaber, AGA genetics consultant, led discussion on updating AGA indexes using the new iGENDEC software. Dr. Weaber presented AGA's current indexes as well as a few examples of indexes that could be created using iGENDEC. It has been several years since AGA's current indexes have been updated so this is a necessary exercise to provide the best selection tools possible. The breed improvement committee has been tasked with discussing the need for a maternal index, terminal index, and supply chain (all-purpose) index.
- A DMI EPD is currently being developed by IGS. The hope is for the EPD to be released by this fall. Once the EPD is released, all animals in the AGA herdbook will have a DMI EPD.

Total Herd Reporting

- The board reviewed total herd reporting including AGA's current procedures, some issues with how things are currently done, and what following Beef Improvement Federation (BIF) guidelines for total herd reporting would look like. Pros and cons of implementing BIF guidelines were discussed. It was the consensus of the board that framework will be built for what implementing mandatory total herd reporting would look like and this will be presented to the membership at the annual convention in Omaha.

Cow Power Project

- An update was given on the Cow Power Project. Participation so far has been good and continues to pick up this spring. In February, the American Gelbvieh Foundation voted to support the project, which lowers the cost of the test down to $20/head. The one-time rebate of $4/head for turning in mature weights and body condition scores remains in place. This allows members to genotype at least 90% of their cow for $16/head, which is just $1 more than a parentage test.
- It was the consensus of the board that mature weights and body condition scores should be accepted even if they are not taken weaning time.

National Show and Sale

- The board voted to accept the National Show Committee recommendation to hold the 2024 national show at Cattlemen's Congress in Oklahoma City.
- The board also voted to accept the National Sale Committee recommendation to have a 2024 national sale in conjunction with the national show in Oklahoma City.

Brainstorming Session

- During the meeting, the board broke into small groups for a brainstorming session. The board felt providing members with further industry education could provide benefit to the breed. Additionally, providing a list of resources such as marketing assistance, a seedstock manual, or educational podcasts was brought up. It was suggested to have the investment committee look to see if returns on investments could be used to increase the marketing budget. More bold advertising campaigns were also discussed. Staff is working to implement the items that came out of this session.

American Gelbvieh Foundation

- The AGA will work with the American Gelbvieh Foundation (AGF) this summer to revise and update the AGF bylaws with legal counsel. It was voted for Leland Clark and Derek Martin to represent the AGA in this effort.

Summer Board Meeting

- The summer board meeting is scheduled for August 17-19, 2023, in Lincoln, Nebraska. Please allow for two full days of meetings, as we will try and tour the U.S. Meat Animal Research Center in Clay Center, Nebraska. More details will be sent as they are available.