



### **January 2023 Board Meeting Highlights**

1. The Canadian Angus Association Board of Directors met in Denver, Colorado on January 15 and 16. Many directors travelled early and attended National Western Stock Show events and visited exhibitors. Their participation as ambassadors for the Canadian Angus breed was appreciated by Canadian and American exhibitors and attendees alike. It was time well invested, engaging with industry partners, sharing ideas and developing new programs to create member value.
2. CEO Myles Immerkar and two directors were able to meet with American Angus Foundation Executive Director Jaclyn Upperman and learn some of their fundraising strategies to share with the CAA and Canadian Angus Foundation boards.
3. The CAA Board met with representatives of the American Angus Association and Certified Angus Beef. American Angus Association CEO Mark McCulley and Certified Angus Beef CEO John Sitka made presentations, answered questions and discussed possible opportunities for collaboration and cooperation.
4. The Red Angus Association of America hosted the CAA board at their office in nearby Commerce City. With RAAA board meetings taking place over the following days, many RAAA directors participated in formal and informal discussions about possible opportunities for collaboration and cooperation.
5. The CEO presented the year-end activity report to the board. Memberships reached an all-time high in 2022 with more than 2,700 memberships. Registrations and transfers were both down which resulted in core revenue being down. Despite challenges, CAA met the budget for the 2022 calendar year. Statistical highlights and the audited financial statements will be presented in the annual report which will be shared at the annual general meeting in June.
6. The Board of Directors approved the CEO's proposed 2023 budget. The budget takes into account challenges achieving net profit due to continued reduced cattle numbers and ongoing pressure from high inflation.
7. The board completed its annual fee schedule review and determined that no changes will be made to the fee schedule for the remainder of the year.

8. In response to growing concern in the Canadian beef industry around the sale of on-farm semen and the ability to register resulting calves, CAA will be updating the public access AI application process. The public access AI approval application will include the requirement that the bull must be collected “in a manner that meets CFIA requirements for domestic use (not on-farm only use) in Canada”. These changes will bring domestic marketed semen in line with imported semen and put them on the same playing field. Semen collected for on-farm use will continue to follow CFIA guidelines and regulations that they have set forth.
9. Board-supported changes to the Gold Show program will be introduced this year. A new schedule for standardization of rules and classes will be shared with the regions for implementation this year. CAA will also explore technologies for future implementation seeking more efficient ways of identifying Gold Show approved animals that will eliminate the need to check tattoos and Angus tags at every show.
10. The board agreed to increased support for pen shows that take place and provide some recognition for each of those shows.
11. The Breed Improvement Committee presented the idea of developing a new Angus jackpot commercial choice bull show to increase commercial producer interest in shows. We anticipate the first show will be held this fall in conjunction with an evening social event. We will share more information as plans develop.
12. The CEO presented a new CAA Convention strategy that the board voted to accept. This year’s Convention in Saskatoon will follow the same format as previous years. We look forward to sharing details on how Convention will differ starting with the 2024 Convention later this year.
13. The CEO presented progress updates on new programs such as the calving book app and Angus Verified. Members can find information on these and other new programs in Angus Life 2023.
14. Directors shared their region’s planned activities for the coming year. Many regions shared challenges recruiting volunteers to help with events, to sit on their regional association boards, as well as finding candidates for the CAA board. The CAA governance committee is working on a recruitment strategy that will tie in to CAA’s strategic planning process.
15. Following a board discussion about the strategic planning process, the CEO has been tasked with developing a new process for mapping out the Association’s short- and long-term strategies. The board will review options prepared by the CEO at the June meeting.

16. Angus Life 2023 revenue and expenses were reviewed. The magazine made a profit which will be reinvested in member programs throughout the year.
17. The review process for the bylaw amendments that CAA members voted on last spring is nearing completion. CAA will notify members when we receive the federal minister of agriculture's decision.
18. The next board meeting will take place during the CAA National Convention taking place June 8–11 in Saskatoon, Saskatchewan.