



## January 2024 Board Meeting Highlights

1. The Canadian Angus Association Board of Directors met on Monday, January 29 and Tuesday, January 31 at the office in Rocky View County, Alberta.
2. The meeting began with a review of 2023 highlights and year-end statistics. Transfers reached their highest level since 2020 and memberships increased once again reaching 2,646. CAA also received a record number of pedigree extract requests in 2023. The Canadian cow herd was at the lowest level since 1964 in 2023 and CAA experienced a corresponding decline in registrations. ACE program registrations increased with 114 herds and 4,000 cows participating in 2023.
3. With the launch of the CAA calving book app for Apple devices in late 2022 and the expansion to Android devices in early 2023, 18% of 2023 registrations were submitted via the calving app portal. Early indications are that registrations submitted through the calving book app portal will be significantly higher in 2024.
4. We experienced an all-time high in Canadian Angus bull sale results with 10,500 bulls averaging \$6,400.
5. Directors reported that they have received little feedback about the changes to the fee schedule that were implemented in October and January 1, but the feedback they received has been largely positive with many members who contacted directors expressing appreciation for reduced and removed fees.
6. The board of directors reviewed and formally approved the CEO's proposed operating budget for 2024. The budget forecasts a modest excess of revenue over expenses and the board has deemed it reasonable and realistic.
7. Some potential new member programs and revenue-generating opportunities were presented for feedback and discussion. The board has given the CEO direction to pursue some of these opportunities. CAA will share information on new programs and services on new programs and initiatives as they become available. We anticipate launching a few new programs this year.
8. The board received an update on progress on a new database build. CAA is confident that a new database will be implemented with minimal disruption this summer.

9. After a successful launch, the board sought and received feedback on the Brian Good Battle of the Breed Jackpot Show. CAA will have more information to share about a 2024 edition of the show this spring.
10. The board of directors also met with the Canada Beef executive team as part of the board education plan. The meeting included a tour of the Canadian Beef Centre of Excellence, and opportunities to learn more about and discuss global marketing trends and Canada Beef's domestic market development programs and services, and opportunities for collaboration.
11. The Board discussed the success of the Angus Ambassador program compared to traditional field service. The provinces of Alberta and Manitoba have expressed interest in partnering with CAA on ambassadors for their regions.
12. The Canadian Angus Hall of Fame will induct a second nominee at this year's Convention in June. Nominations are being accepted until March 31.