



## October 2022 Board Meeting Highlights

1. For the first time since January 2020, the entire Canadian Angus Association Board of Directors was able to meet in person at the Canadian Angus Association office. It was fortunate that the weather, travel arrangements and everyone's health cooperated. The meeting took place Sunday, October 2 and Monday, October 3.
2. This meeting was the first for Alberta director BJ Scheirlinck who was appointed by the Alberta Angus Association Board of Directors to replace Doug Munton who resigned from his position.
3. With the entire board together and increased focus on work done by committees outside of board meetings, time was set aside Sunday afternoon for the committees to sit down face-to-face to discuss their work plans through June 2023. In recognition of the increased reliance on board committees and in an effort to be more transparent with members about the role of committees, an article on the role of board committees will be included in Angus Life 2023.
4. The Board of Directors was given a sneak peek at two apps and a new marketing platform that CAA will be launching soon. Please watch your inbox, our social media and Angus Life platforms for details and information as these new products are rolled out.
  - a. The first app is an evolution of the CAA Green Tag program that will focus on the Angus Verified initiative and provide a platform to identify Angus verified animals
  - b. The second app launching this fall will be the new CAA Digital Calving book that will be designed to create efficiencies in the registration process and allow your calving book to link directly to your registration process.
  - c. CAA will also be launching a new marketplace for Angus Verified cattle and products focused on creating new opportunities, new buyers and new marketing avenues for all members of Angus genetics and Angus Verified cattle.
5. CAA has worked with OneCup AI on their progress and activity and developed a program to get an increased amount of data and phenotypes with the placements of our own camera systems in the field. CAA has 10 camera systems that involve four cameras each that we will be placing at a variety of members' farms and ranches in three-week sprints to trial the technology. There will be no cost to the producers and all scoring data

collected will be provided to the producers. Members will also have access to the cameras to monitor any activity.

6. The American Angus Association has changed their regulations to recognize electronic identification as permanent identification instead of tattoos. At present there is no plan to change the Canadian Angus Association regulations. Members who import animals from the American Angus Association will need to be aware that they may need to tattoo their animals upon import prior to registration to comply with the Canadian Angus Association requirement of tattooing as the only acceptable form of permanent identification.
7. To date, the Red Angus Association of America has registered 12 gene edited animals. The Canadian Food Inspection Agency does not permit gene editing of animals and members need to be aware that gene edited animals are not eligible for registration in Canada.
8. To assist in future recruitment efforts, the Governance Committee will be putting together a formal recruitment package to be shared with potential candidates. It is hoped that providing this information will both encourage more people to allow their names stand for election to the board as well as help to reduce the number of candidates who withdraw after they have been nominated and ensure that potential directors understand the board's role before committing to serve.
- ~~9.~~ The Pedigree Committee discussed some concerns and inquiries that have been submitted to the Association about how breeders are credited on embryo matings. Some breeders would like to be recognized as the breeder for calves resulting from embryo matings that they sold. The CAA will be updating the policies around who is identified as the breeder of the embryos. There are a number of exceptions to the rule and will outline how breeders who fall outside of this policy can have their correct information recorded. Watch for updates on these new processes.
10. The Board of Directors reviewed the most recent financial statements and budget progress and projections. They approved a payment to the reserve fund as mandated in our bylaws based on 3% of estimated core revenue for 2022. The reserve fund has a board-approved target of \$650,000 which will likely be achieved next year. The fund is intended as an emergency fund to keep the Association operating in case of a disaster in which the Association may lose most or all of its annual revenue.
11. In keeping with their mandate of future planning, the Board of Directors discussed the future of the Canadian beef industry and the Canadian Angus Association's role. Future research projects, changes to existing programs, and development of new programs were all considered. The Board of Directors discussed these topics keeping in mind both the Association's mission:

*To maintain breed registry, breed purity and provide services that enhance the growth and position of the Angus breed*

and vision:

*We exist to preserve and expand the Angus breed for Canadian cattle producers and beef consumers, providing the best opportunities for profitability today and for future generations.*

12. The CEO reported that the proposed bylaw amendments as approved by members earlier this year have been formally submitted to the Government of Canada for approval. The current bylaws last amended in 2017 remain in place. We will advise members when we receive a response from the minister of agriculture.
13. The CAA Board of Directors approved the launch of a new CAA business entity that has been trademarked and registered as a separate entity of the CAA. The company known as Genuine Angus Beef will focus on the creation of value of Angus and Angus related products. It will encompass strategies and revenue from sources outside of traditional core CAA revenue of memberships, registrations and transfers. The entity will build their focus around Angus Verified and the development of value related products and programs around this initiative.