



Kansas City, Missouri | October 2023

ASA Mission Statement

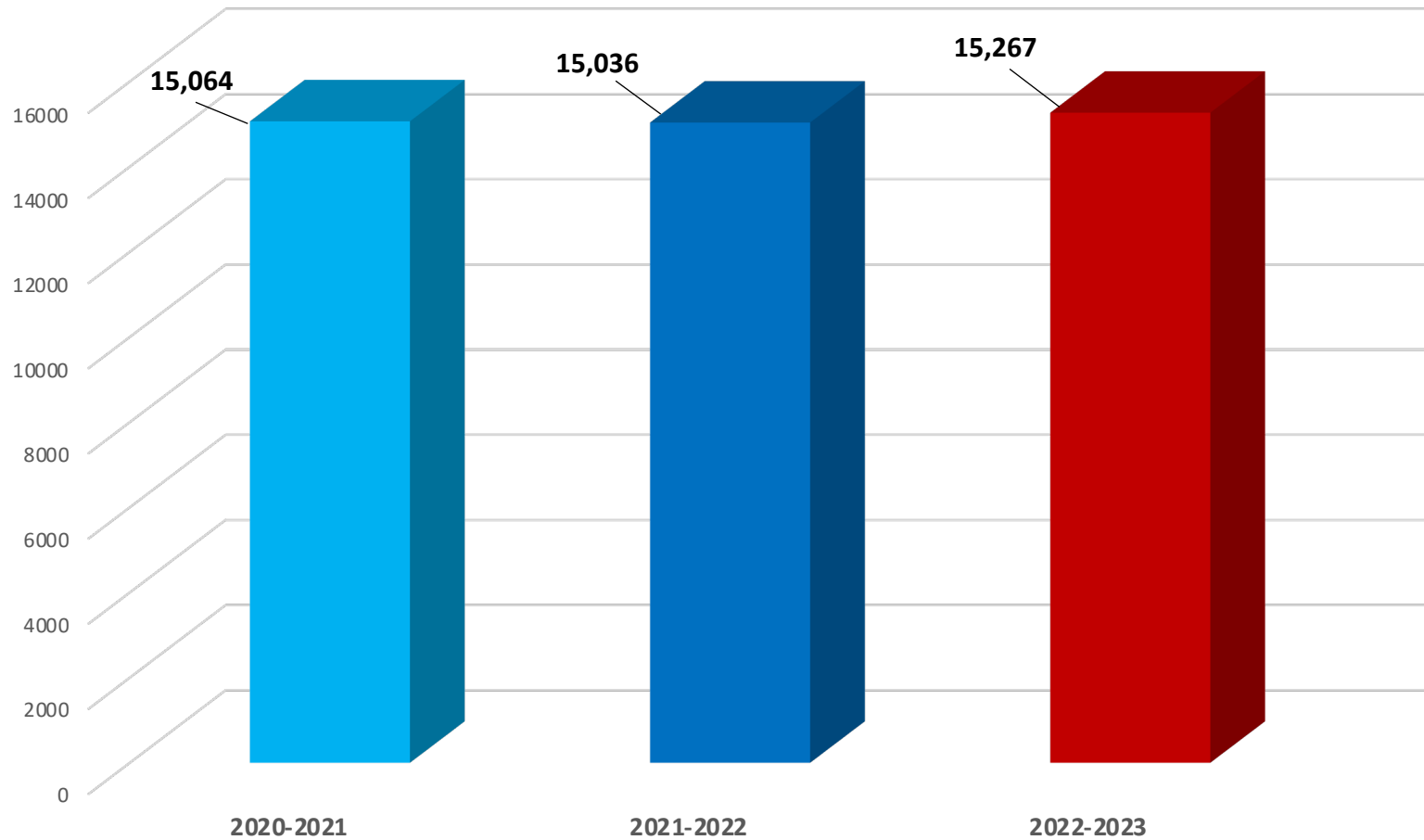
The mission of the American Shorthorn Association is to serve and empower the members, protect the integrity of the herdbook and database; enhance and communicate the value of the Shorthorn breed, and expand the use of Shorthorn genetics in the U.S. beef industry.

ASA Vision Statement

Be recognized as the preferred British breed that creates profitability and embraces innovation in beef cattle production while honoring the rich history and tradition of the Shorthorn family.

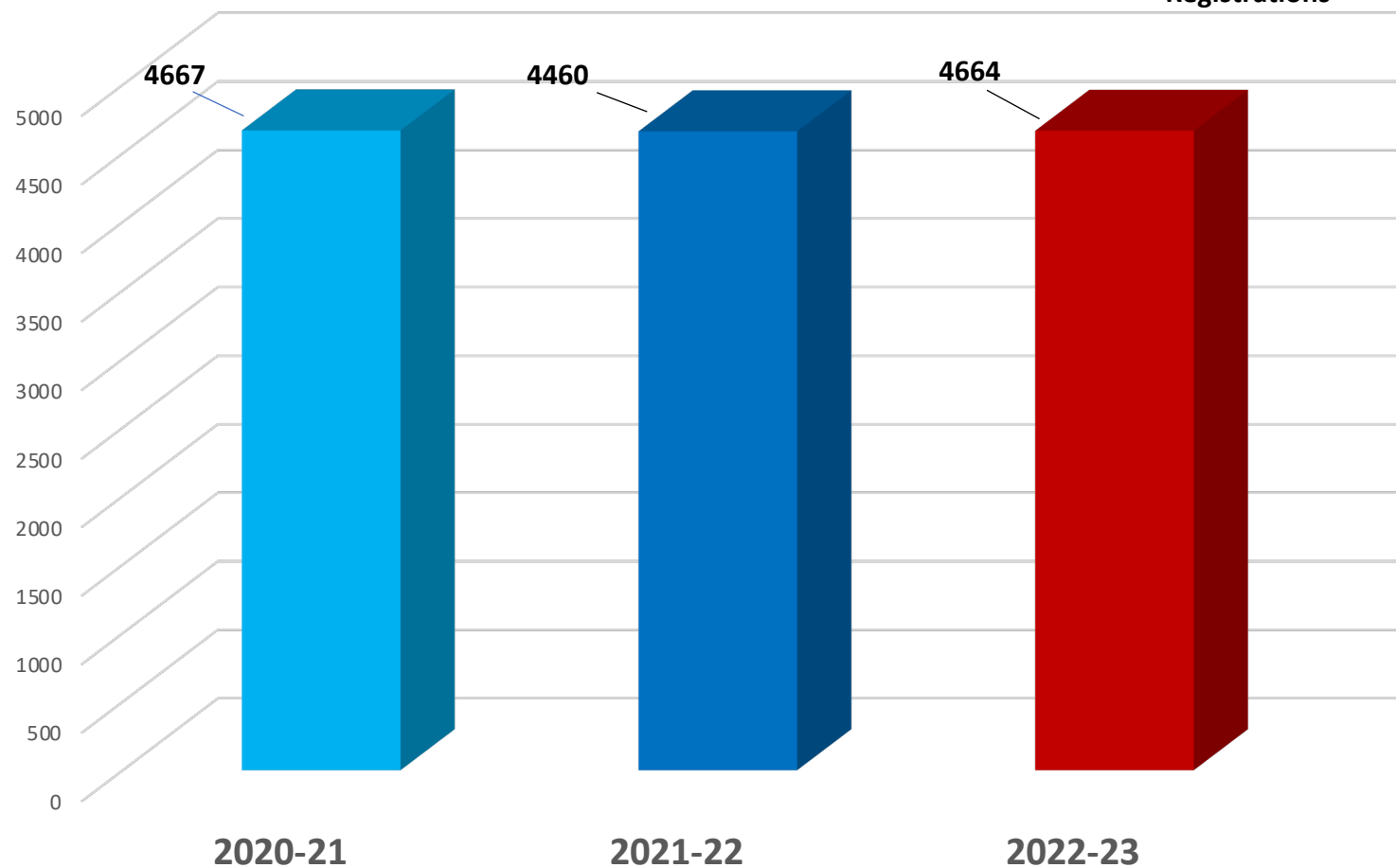


Registrations 2022-2023 Fiscal Year



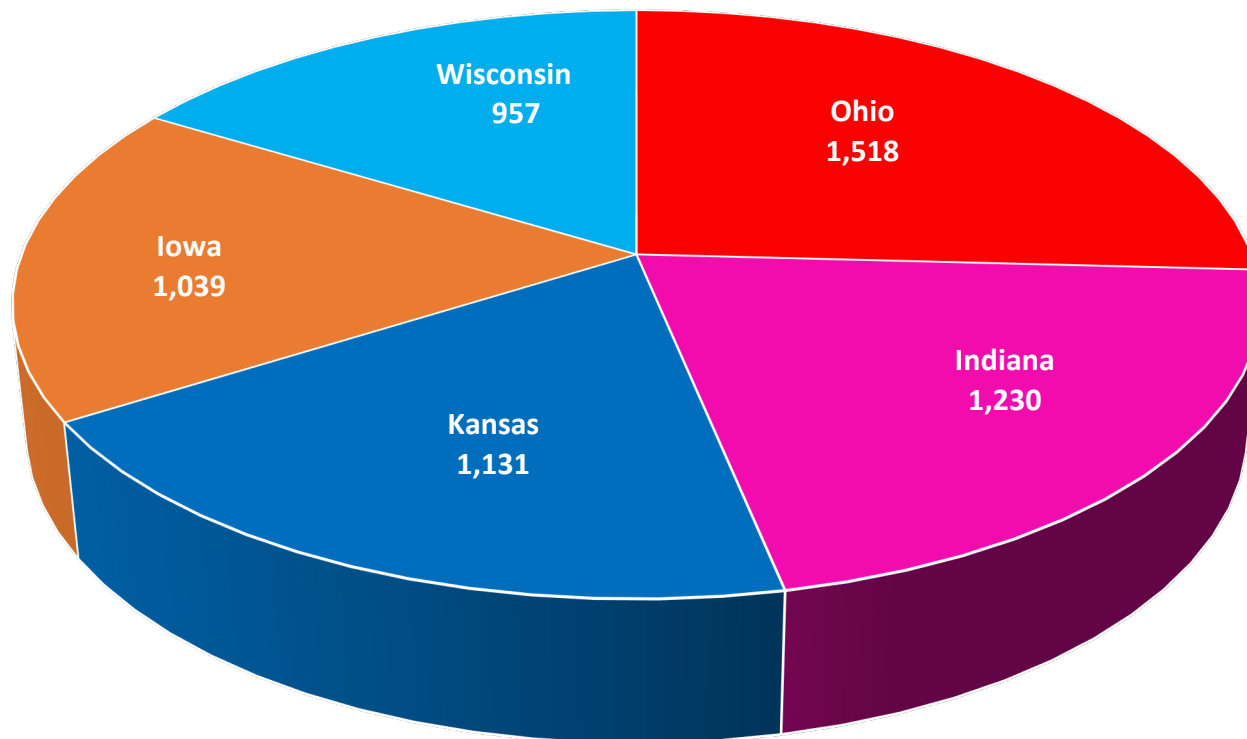
ShorthornPlus Registrations

31% of total
Registrations



Ohio	1,518
Indiana	1,230
Kansas	1,131
Iowa	1,039
Wisconsin	957

Top Five States for Registrations



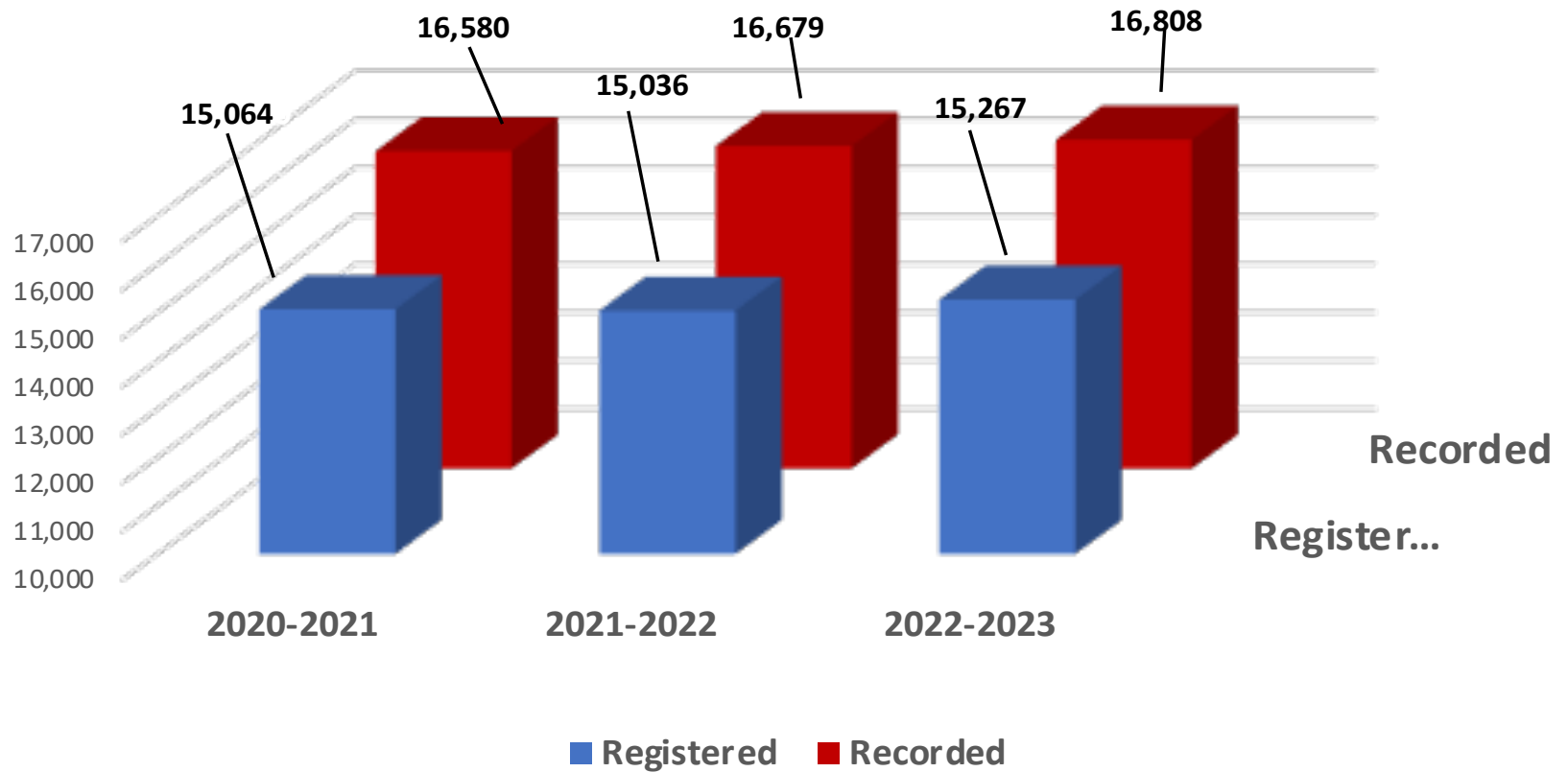
■ Ohio ■ Indiana ■ Kansas ■ Iowa ■ Wisconsin

Top Ten States for Registrations

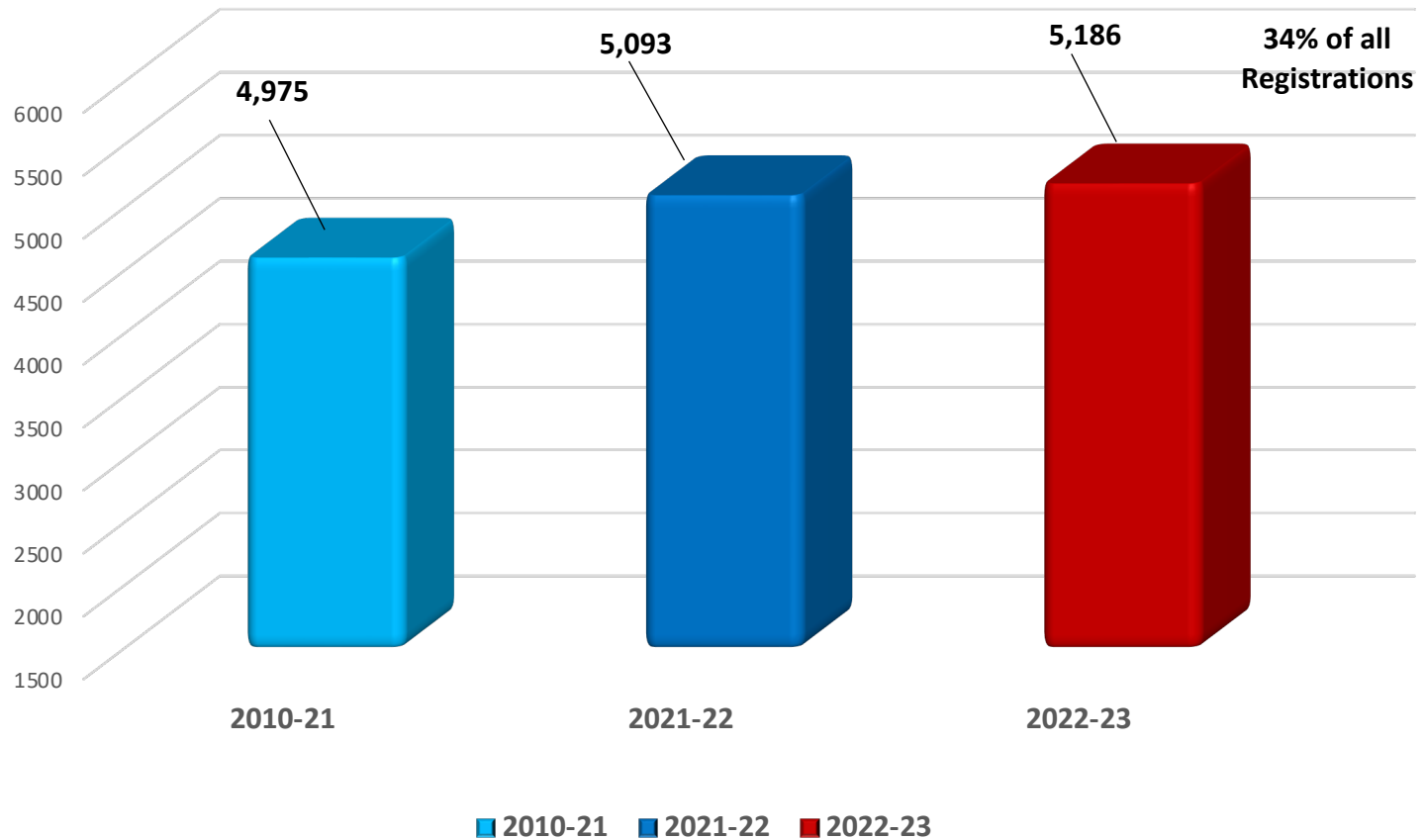
1. Ohio – 1,518
2. Indiana – 1,230
3. Kansas – 1,131
4. Iowa – 1,039
5. Wisconsin – 957
6. Illinois – 935
7. Minnesota – 873
8. Oklahoma – 806
9. South Dakota – 641
10. Texas – 630

**64% of Total
Registrations**

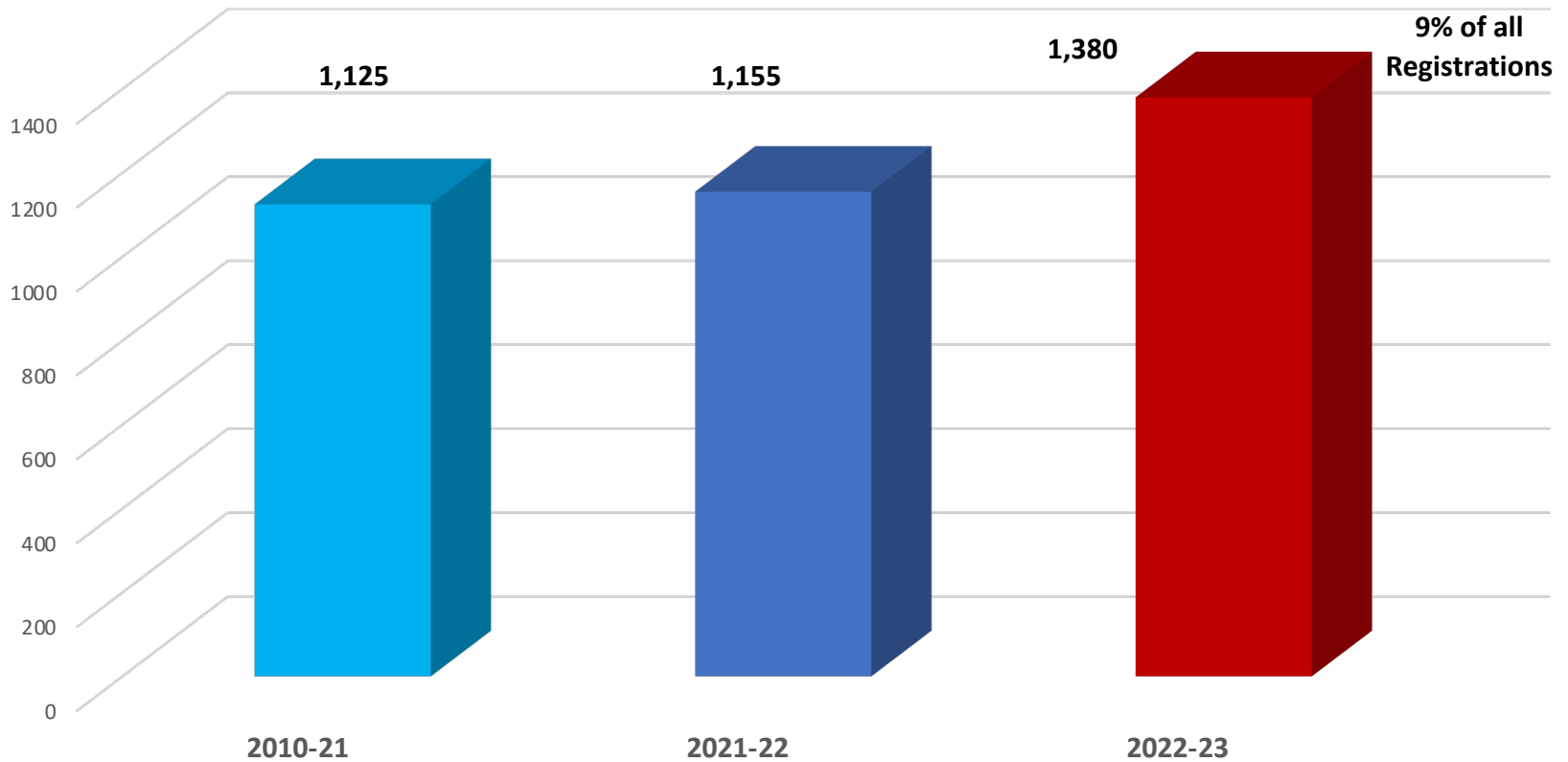
Registrations vs Recorded



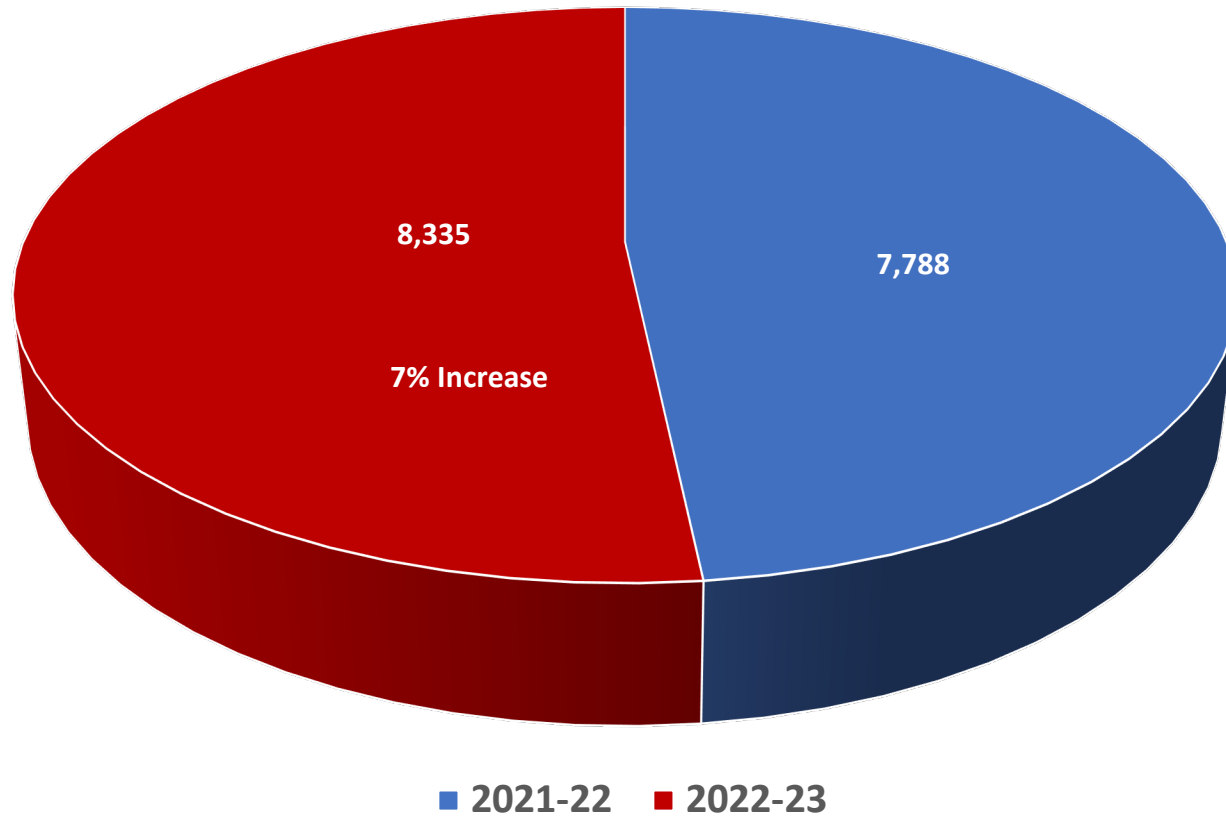
AI Calves Recorded 2022-2023



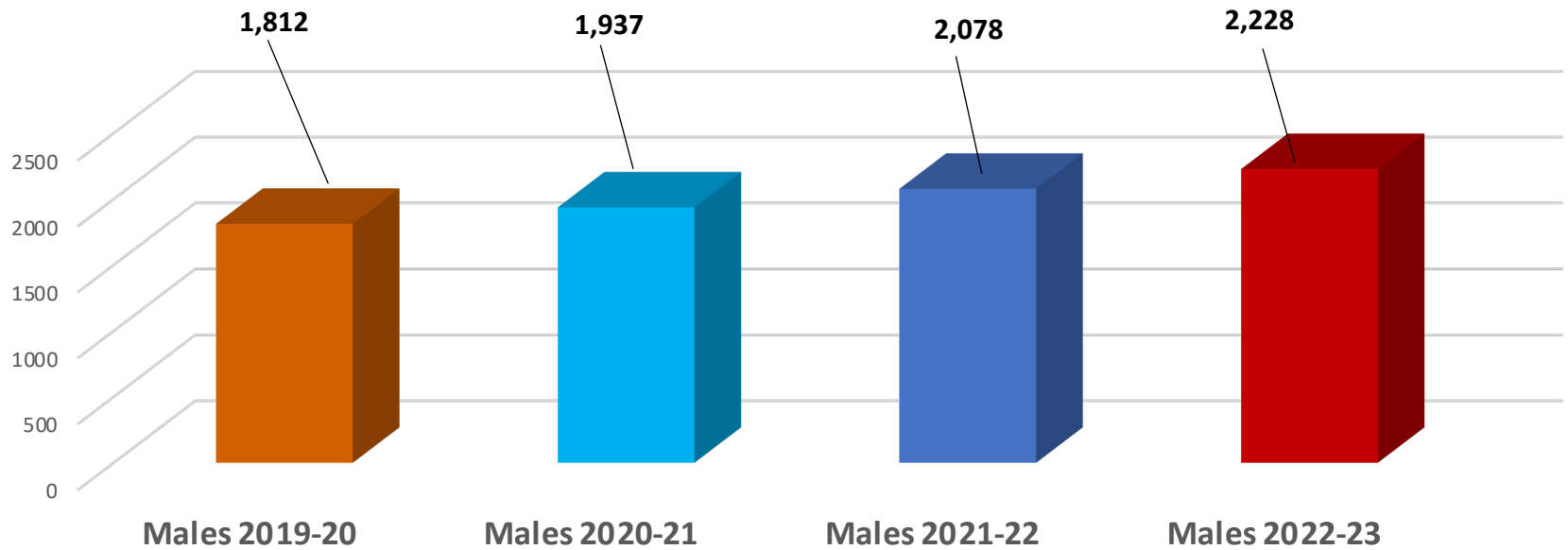
ET Calves Recorded 2022-2023



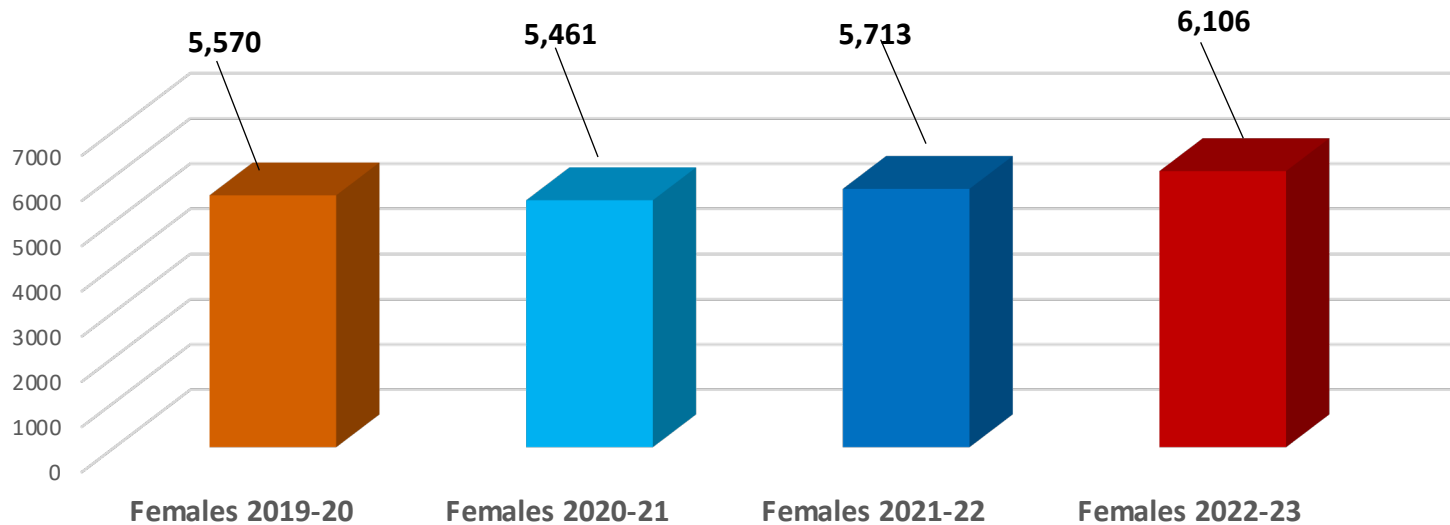
All Transfers



Males Tranferred Last Four Years

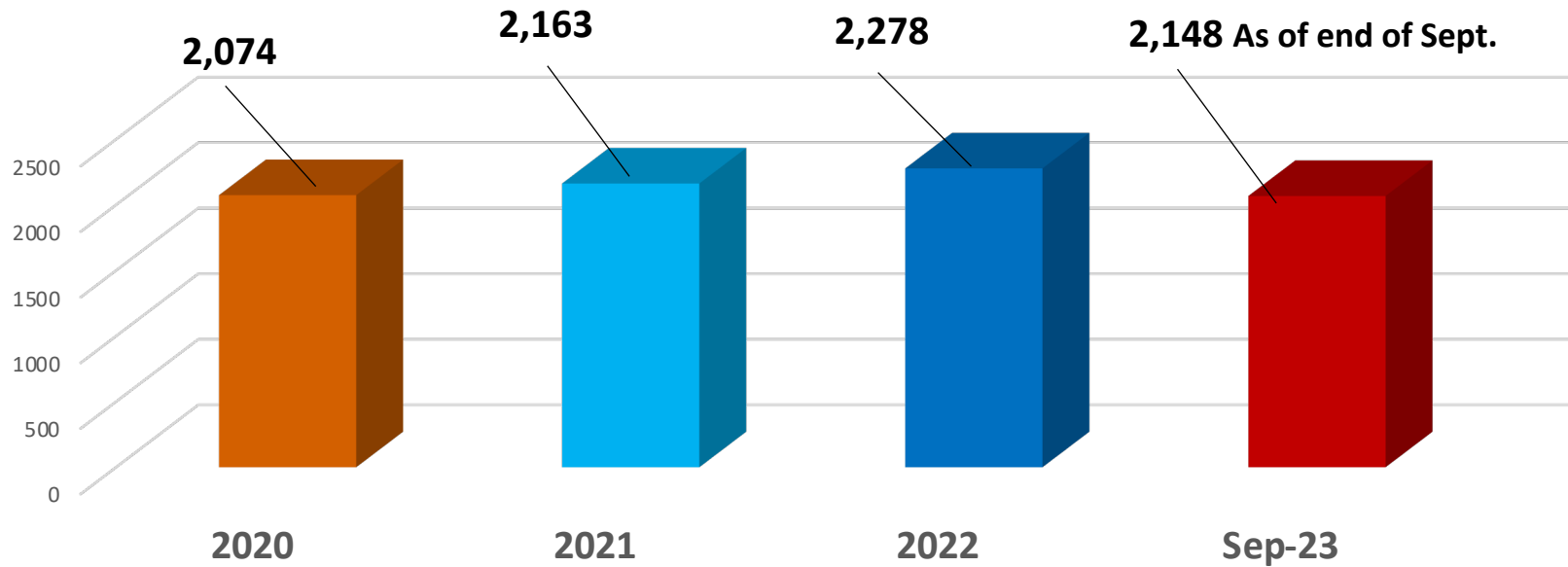


Females Transferred Last Four Years



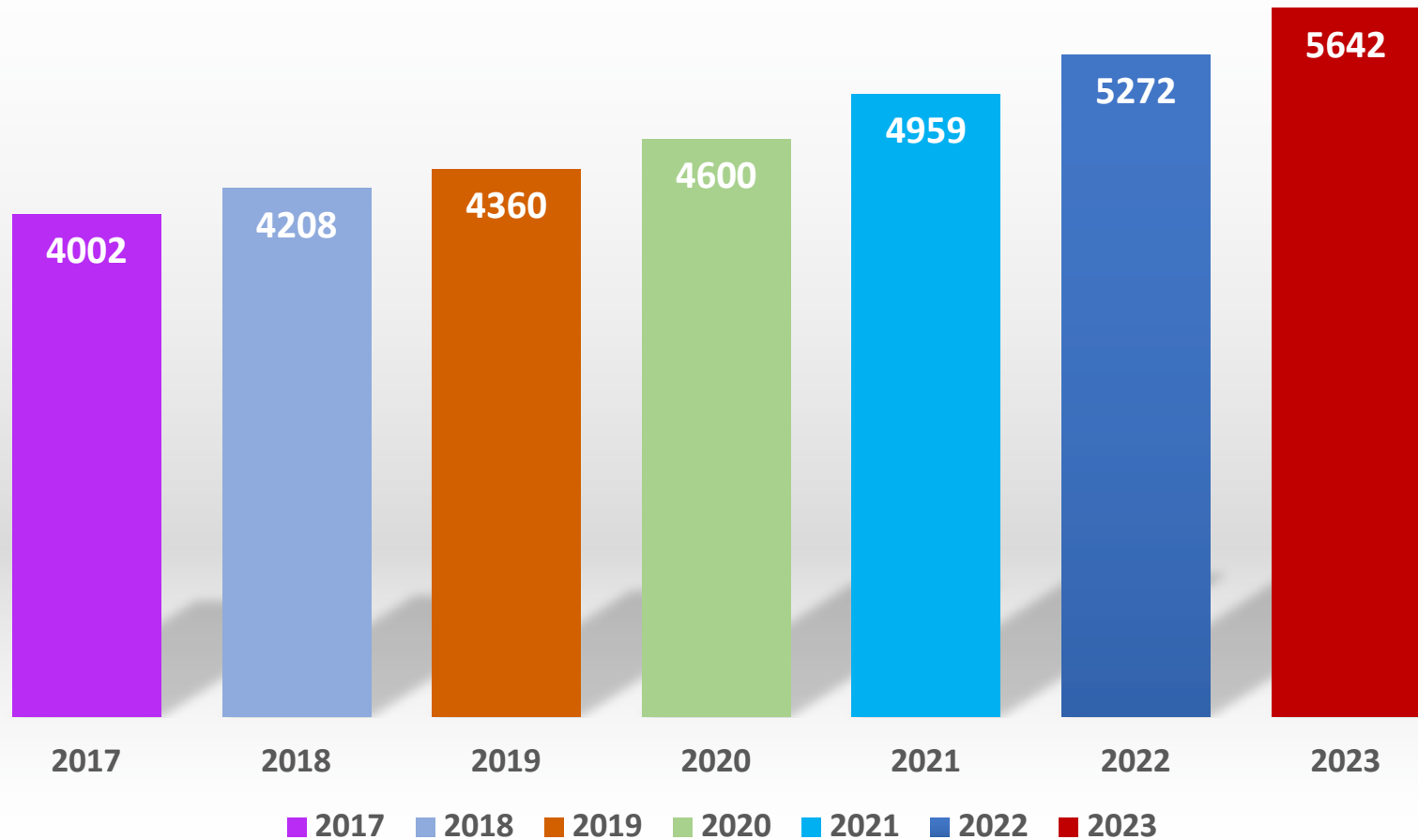
SENIOR MEMBERSHIP BY CALENDAR YEAR

AS OF SEPT. 30, 2023

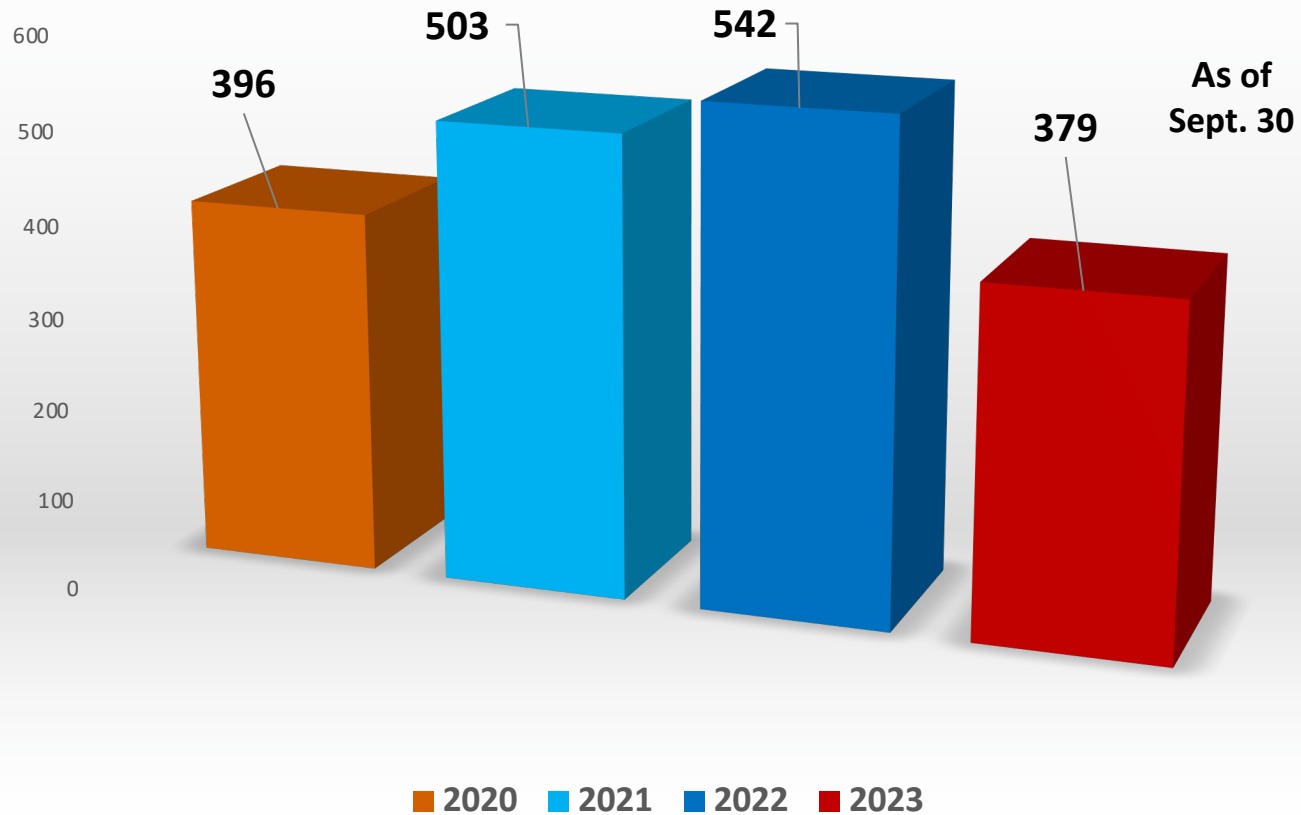


Junior Membership

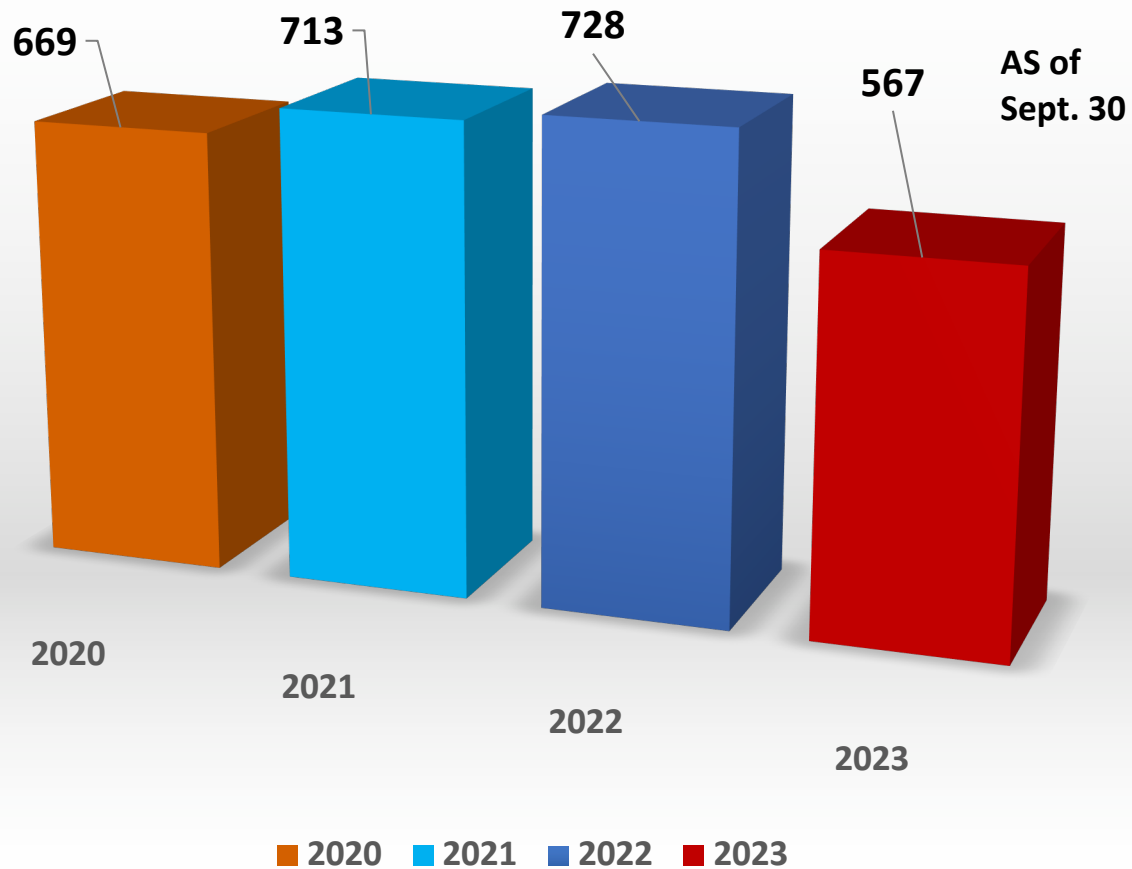
As of
Sept. 30



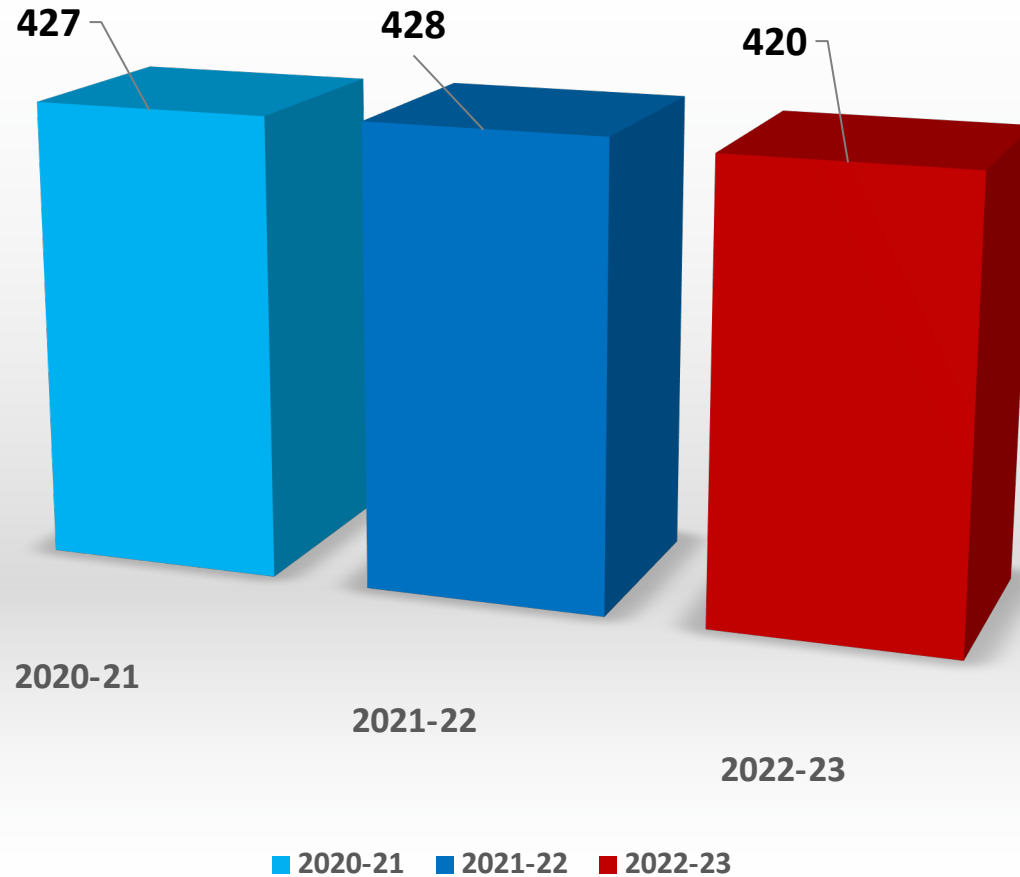
New Senior Members By Calendar Year



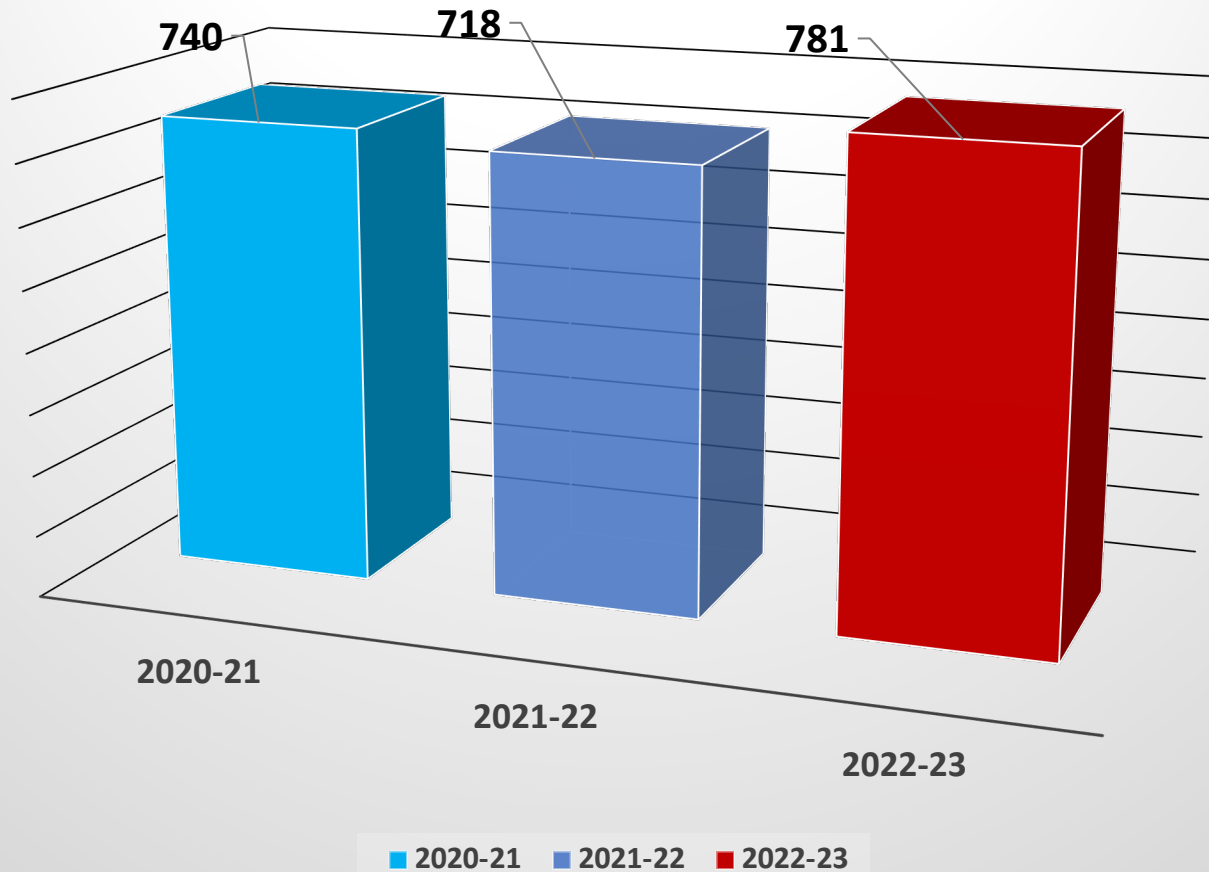
New Junior Members by Calendar Year



New Senior Members by Fiscal Year



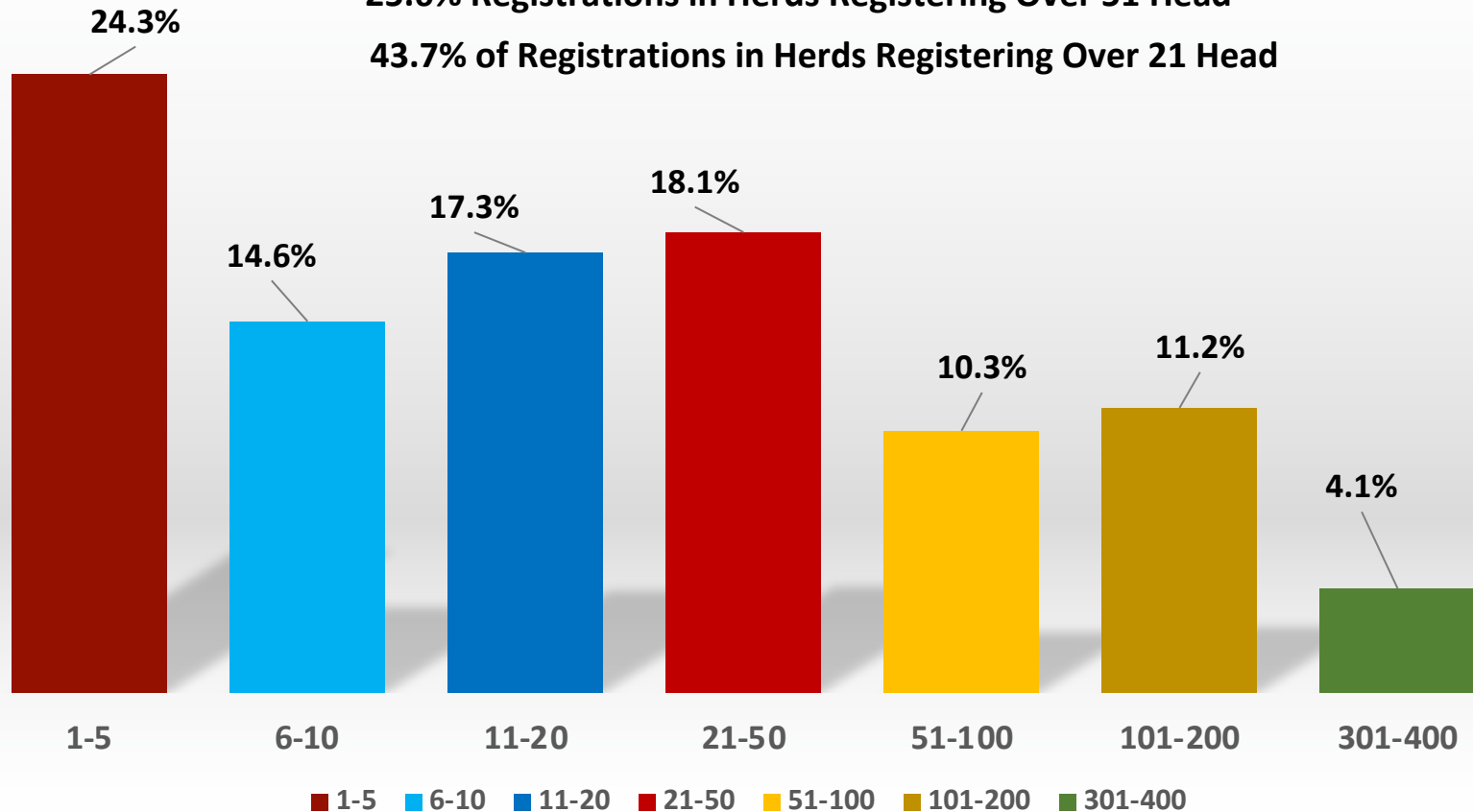
New Junior Members by Fiscal Year



Percent of Registration by Registration Category

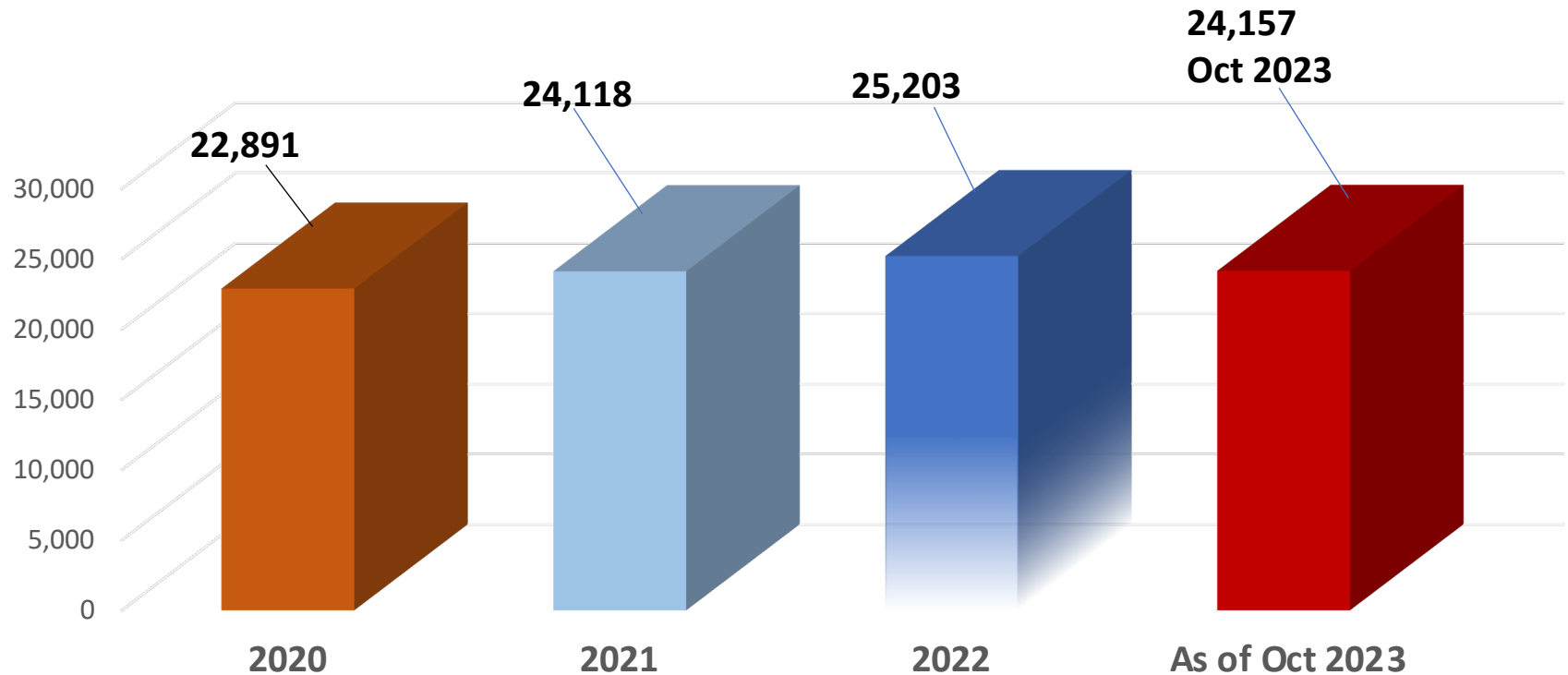
25.6% Registrations in Herds Registering Over 51 Head

43.7% of Registrations in Herds Registering Over 21 Head



WHR ASSESSMENTS

CALENDAR YEAR AS OF OCT. 18, 2023



DNA Submission

- A registration number (or recorded 'U') number
 - Required for DNA testing
- Breeders need blood/hair cards or TSU on hand
 - The barcode is mandated for approval
- Breeders send the samples directly to Neogen lab
 - Print the Approved form, send with sample to the lab

DNA Submission

- In Registry / Digital Beef
 - Go to Herd Mgt – Then select DNA
 - Select the animals to test
 - Reg Number Sire, Dam, Birthdate, Tattoo auto fill
 - Select the tests you desire
 - Add the barcode from the sample Card or TSU
 - The barcode is mandated for approval
 - Submit the form to be approved by office staff
- Once approved you will receive a reply email

DNA Test Definitions

- For AI sire/Donor Dam qualification
 - Genomics, Genetic Conditions & Parentage
- Select 100K
 - You get Genomics & Parentage
- Select Genetic Condition Package
 - You get TH, PHS & DS Genetic Conditions
- Select Seeksire
 - You get Parentage

Register Progeny from Bulls Born after Jan 1, 2022

- **Progeny from Bulls born after Jan. 1, 2022**
 - **The sire needs a 100K test so progeny can be registered**
 - **100K includes Genomics & Parentage**
 - **Calves born late this fall or in 2024 will be the first whose sires would be required to be DNA tested**



Experience the Blue Grass State By Touring These Staples of Kentucky

- Bourbon Distillery
- Thoroughbred Horse Breeding Farm
- Fasig Tipton Thoroughbred Auction Company



Shorthorn Summer Symposium

Lexington, KY

July 18, 19 & 20, 2024

“Putting Your Herd in the Winner’s Circle”

- Preparing Your Operation for the Future
- Why Genomics & Genetic Evaluation Matter
 - To a Seedstock Producer
- Sustainability through Genetics:
 - A Carcass and End Product Perspective
- Developing and Cultivating Your Market,
 - A Panel Discussion



Shorthorn Summer Symposium

Lexington, KY

July 18, 19 & 20, 2024

- Meeting Expectations:
 - Utilizing Performance Data in Seedstock
 - To Satisfy Customer Goals
- Breakout Sessions:
 - Management, Performance, and Genetics
- Cattle Photography Workshop
- Tour of Boyd Beef Cattle,
 - A nationally renowned seedstock operation
- And More Yet to Come!





www.internationalgeneticsolutions.com

Multi-Breed Data Bank

☐ Over 21 Breed Registries

☐ Over 21 Million Records

☐ 951,197 BSHUSA data Base



Number of Genotyped Animals

- ❑ IGS Data Base 517,608
 - ❑ 19.2% Increase from last year

- ❑ USA Shorthorn 8,070
 - ❑ 21.4% Increase from last year



IGS International Genetic Solutions

www.internationalgeneticsolutions.com

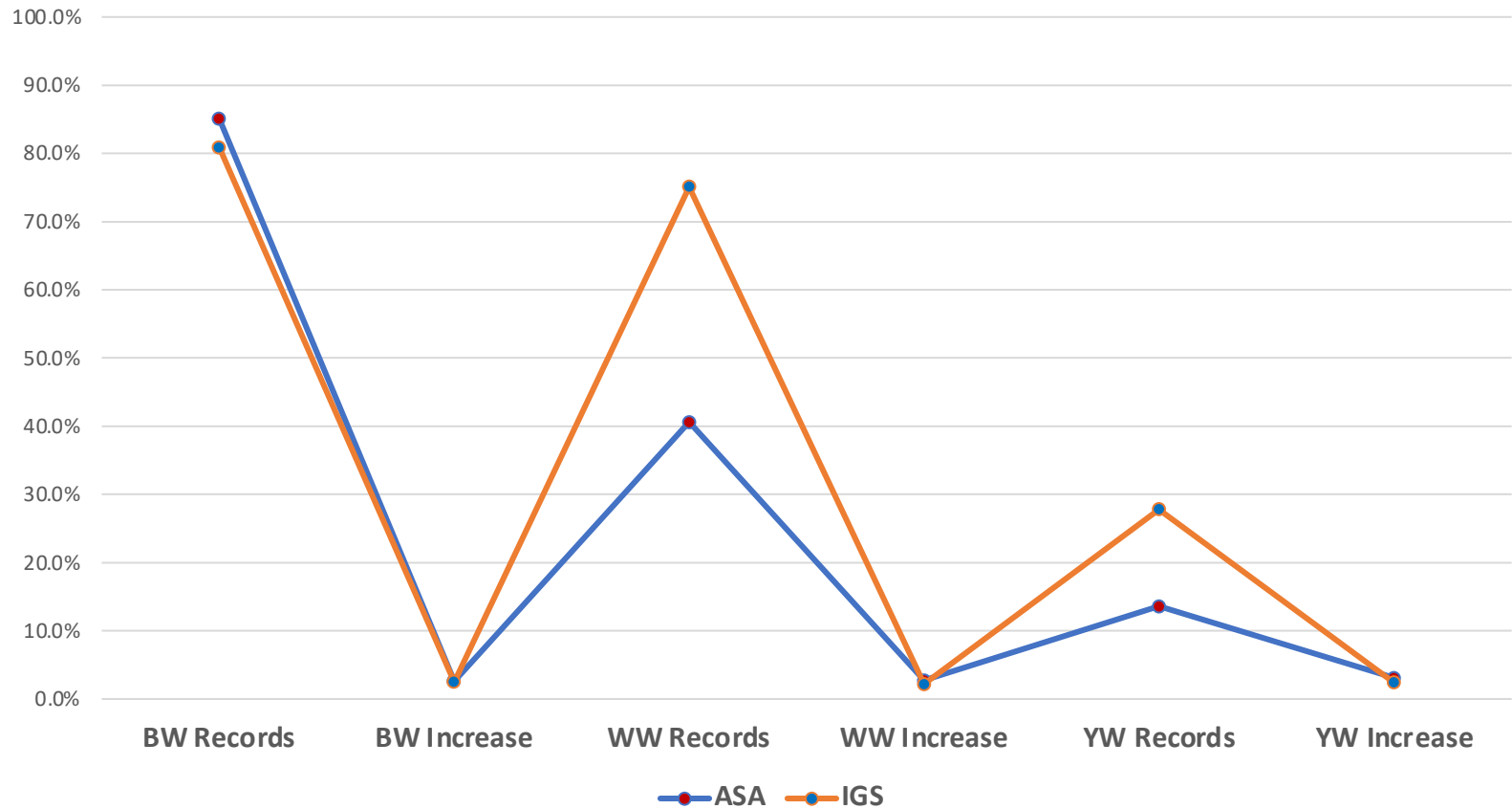
ASA Percent

/

IGS Percent

- | | |
|--------------------|--------------------|
| • BW Records 85.1% | • BW Records 80.9% |
| • BW Increase 2.6% | • BW Increase 2.5% |
| • WW Records 40.6% | • WW Records 75.1% |
| • WW Increase 2.7% | • WW Increase 2.2% |
| • YW Records 13.6% | • YW Records 27.8% |
| • YW Increase 3.1% | • YW Increase 2.4% |

ASA vs IGS Percent of Activity



ASA Research Projects

- **Genomic Enhanced Heifer Project**
 - **Genomics on the Females**
 - **Ultrasound Data on Replacement Females**
 - **Increase in Activity This Past Year**

Shorthorn Foundation

- Youth Development Fund
- Youth Scholarships
- Junior National Salesmanship
- Sponsorship of the Summit Conference
- Sponsoring some research and breed promotion activities



Shorthorn Youth Develop Fund Foundation

New 501 (c) (3)

SYDF Board Members

Jeff Aegerter, President

- **Nancy Grathwohl Heter**
- **Julie French**
- **Joe Bales**
- **Jerry Nickel**
- **Montie Soules**
- **Kevin Wendt**



Shorthorn Youth Develop Fund Foundation

- Support Junior National
- Junior National cost is now over \$300,000
- Paid by Sponsorships and Donations
- Budget 2024 Junior National \$314,694
- Contributed \$90,000 to the 2023 Junior National



Shorthorn Youth Develop Fund Foundation

- Shorthorn Royal Society
 - 50% of Live Animal
 - 100% of Genetic Lot
- Red White & Roan Club
 - Annual Pledge
- Payable in Digital Beef



ASA COMMITTEES



ASA Committees

- **Importance of Committees to the ASA Board:**
 - **Direct link to Membership**
 - **Board listens to opinions**
 - **Define areas of need**
 - **Resolve complex issues more efficiently**
 - **Brings new thoughts and ideas to the ASA**

ASA Committees

- **Shorthorn Genetic Improvement Committee**
- **Shorthorn Promotion and Acceptance Committee**

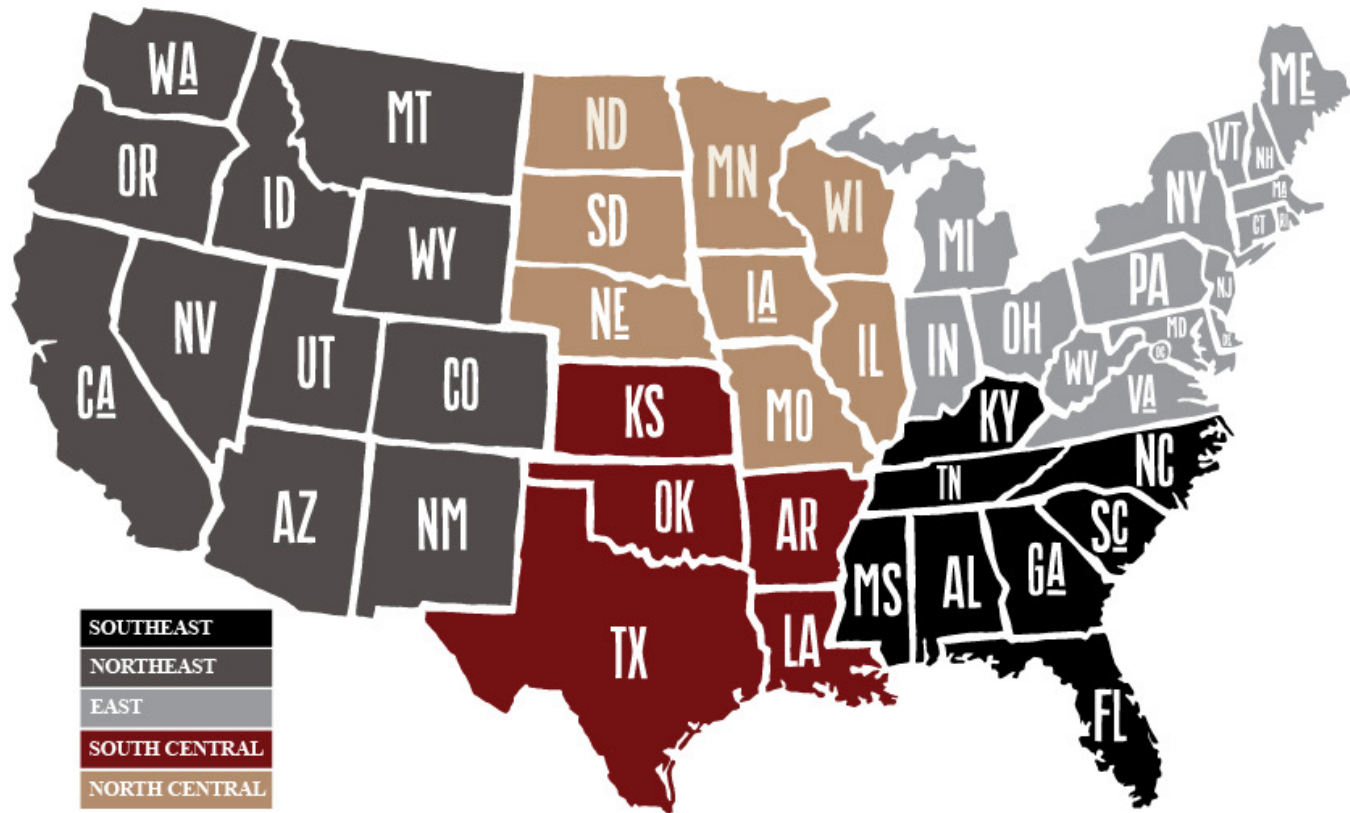
ASA Committees

- **Shorthorn Show Committee – Elected**
- **Shorthorn Junior Advisors Committee –
Appointed**

Shorthorn Show Committee

- Elected from Exhibitors
- Select Judges for Shows
- Make Suggestions for Show Rules





Super National Shows: Cattlemen's Congress, NAILE
National Shows: Fort Worth Stock Show, American Royal, Keystone,
National Western and Dixie National.

National Shows

- **2 Super National Shows**
- **5 National Shows**
- **7 Shows count for National Show Points**

Exposition Driving Genetic Excellence Show “EDGE”

- **Designed by Committee and Staff**
- **Genotypic & Phenotypic evaluated separately**
 - **Judges will place performance data before the show**
 - **Judges will place phenotype in class / no information**
 - **Three Judges used**
 - **50%/50% Each score added together for Class Winners**
 - **Three-man Judging System used after classes placed**
- **Performance Information Given / Div. & Champions**



Exposition Driving Genetic Excellence Show “EDGE”

- All Animals Must Have Genomic Enhanced EPDS
- All Animals Must Have WW and YW Recorded
- Top Two In Each Class Will Be Placed
- Purebred Shorthorns only

Digital Beef Online Registry

- AI sire Qualified 
- Non-certificated Bull **NO**  
- Donor Dam Qualified 
- Genomic Tested 

Industry Service Positions

- **National Livestock Pedigree Council**
 - Montie Soules, Vice President
- **Beef Improvement Federation**
 - Matt Woolfolk is serving on the Board of Directors
- **American Royal Livestock Committee**
 - Montie Soules, Ethics Sub-Committee Chair



Industry Service Positions

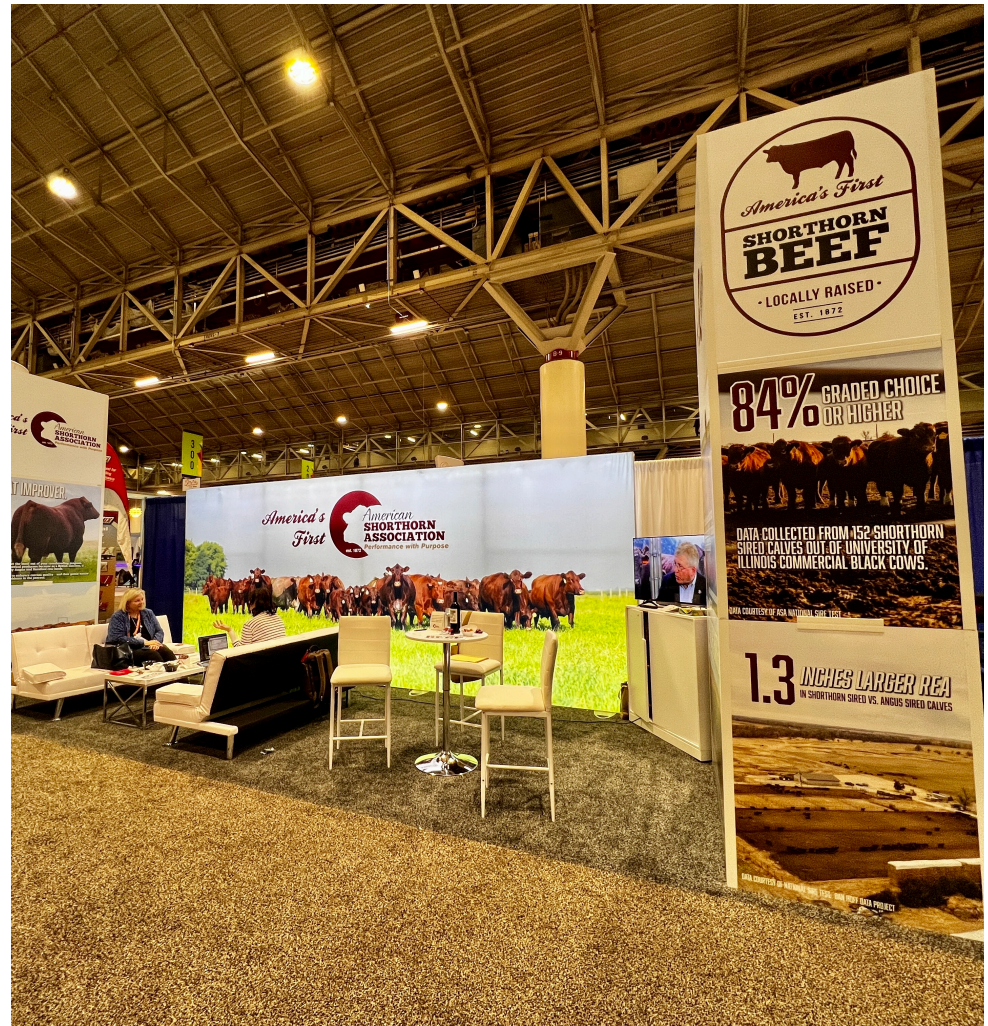
- **American Royal Livestock Committee**
 - Cassie Reid, Wade Minihan, Montie Soules
- **Livestock Publications Council**
 - Shelby Diehm, Serving on Committees
 - 2024 AMS Steering & Membership Committee
 - Co-Chair LPC Awards
- **Neogen Breed Forum**
 - Heather Lange, Wade Minihan



2024 NCBA Convention & Trade Show

January 31 – February 2
Orlando, FL

ASA Sponsors Booth
IGS Partners Collaborate
Over 8,000 Cattlemen
and Women Attend



***“INNOVATION DISTINGUISHES
BETWEEN BEING A
LEADER OR A FOLLOWER”***

-Steve Jobs

***“What Happened Yesterday is
History. What Happens
Tomorrow is a Mystery.***

***WHAT WE DO TODAY MAKES A
DIFFERENCE”***

Nick Saban

Doing the RIGHT thing for the future...

*May not always be doing the popular thing
today.*



The Future Belongs To Those Who Build It





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