

WHR (Whole Herd Reporting) Restructure Rules and Fee Changes

A committee of three ASA members (2 WHR and 1 TOC) and three Board of Directors was formed last fall to look at restructuring the WHR program. This group met a number of times, compared ASA to other breeds structures and fees, looked into needed revenue related to changes, and worked at streamlining the price sheet for ASA. This group spent many hours reviewing many possible options. They felt it important to try and service both WHR and TOC at the present time, while understanding the need for more performance data. They felt it was important to give discounts to members that paid promptly; additionally they saw the importance of getting the magazine to every member for more communication between ASA and its membership.

The Shorthorn breed is now on the cutting edge of technology for herd management and multiple other options available through the new registry that went live July 1. The need to purchase an outside herd management system no longer exists as we have made sure to have it included with your membership. You can now manage your cow herd within the registry which means entering data only once, therefore making registrations and transfers much easier to complete without having to rely on information from paper notes or other software systems. Inputting performance weights as a group can be done all at once. No more entering them one at a time. The ease of putting in any activity has become more efficient through the new registry. Yes, this has an expense but, the ASA Board felt the advantages to its membership and breeders across the breed made it worth the added costs. Many other breeds are moving to the Digital Beef registry system and it's nice to be on the forefront of this movement.

WHR (Whole Herd Reporting) Restructure Rules and Fee Changes

1. Beginning September 1, 2015 WHR will be the only type of memberships available for new members.
2. TOC memberships will be grandfathered in and can stay a TOC type member/breeder after September 1, 2015. To maintain the TOC member/breeder status their membership cannot lapse or become a member not in good standing. TOC grandfathered memberships are not transferable. If a TOC member/breeder loses membership status as a TOC member/breeder they must rejoin ASA as a WHR member/breeder or in the future after January 1, 2016 as a WHR Breeder.
3. All memberships starting January 1, 2016 will be at the same fee regardless of breeder type.(WHR / TOC)

Annual ASA Membership Fee January 1, 2016 (membership includes subscription to *Shorthorn Country* magazine)..... \$100

1. One membership fee for all members regardless of breeder status WHR Breeder or TOC Breeder as of January 1, 2016. (WHR member and TOC member will be referenced as WHR breeder and TOC Breeder.)
 - a. All paid members will receive a 1 year subscription to the *Shorthorn Country* Magazine included with annual membership fee. (Out of the US subscriptions will need to pay additional postage.)
 - b. Annual membership has access to new Digital Beef Registry with built-in herd management software to manage cow herd, breeding dates, birth activity, BW, WW, YW, DNA, ET activity, semen inventory, embryo inventory that will enhance and streamline management of your herd.
 - c. Annual membership is for the calendar year January 1 to December 31 of each year.
 - d. Annual membership will be billed in January of each year and is due on or before February 28. (TOC Breeders must not let membership lapse or will be required to become a WHR Breeder.)
 - e. As of January 1, 2016 you must be a member to register an animal at ASA.
 - f. No registration privileges will be granted until membership is paid each calendar year.

WHR (Whole Herd Reporting) Breeder Rules and Fees as of January 1, 2016

1. WHR Breeders receive EPDs on all qualified animals. WHR is a program for performance data to be turned in on every cow's calf in the breeder's inventory for EPDs to have full value of performance data. WHR Breeders are enrolling the cow for activity on said calf born in the calendar year the assessment fee is paid. The assessment fees also include the processing of performance data, ultra sound data, carcass data and genomic data.
2. Inventories will be available online or mailed upon request to WHR Breeders November 1st each year. The breeder will update their inventory and submit online or mail in to ASA. Inventories paid in full by December 31 before the calendar year the assessment is due will receive a 20% discount, per assessed female. Inventory and full payment is due before March 1 of calendar year in which the WHR assessment is due.
 - a. **The WHR Breeder has to turn in their inventory before the invoice for the total herd assessment is created at ASA.**
3. The Inventory the WHR Breeder turned into ASA for invoicing should include all females that are due to calve during the calendar year in which the assessment is paid.

- a. The Inventory the WHR Breeder receives November 1 from the ASA will include all females that turn 21 months of age in calendar year the assessment is due. (Breeders have option to remove young first time females from inventory if they will not calve in assessment year see “3b” below.)
 - b. Any young female that will not calve in the calendar year and the WHR Breeder marks as “too young to breed” will not be charged an assessment fee for that year, it will remain active and can be added the next year with no penalty.
 - c. A reactivation enrollment fee will be charged for females removed from an inventory and are needed to be re-enrolled in a breeder’s inventory. Example: (assessment fee paid in 2013 not paid in 2014 and re-enrolled in 2015 would be charged a fee of \$50.00)
4. The resulting calf from an enrolled female in WHR is allowed to be registered for free if the registration is completed before the calf is 12 months old.
 5. Donor cows that are enrolled on a WHR inventory will be given either a free registration on their natural calf or ½ price of a regular registration fee on an ET calf, whichever is recorded first in the calendar year. After that any natural calf will get ½ price of a regular registration fee and all regular registrations fees will apply to any ET calf.
 6. Registered Shorthorn and ShorthornPlus cows that are used as recipients that are enrolled in a WHR inventory will be given either a free registration on their natural calf or ½ price of a regular registration fee on an ET calf.
 7. The resulting natural calf from a WHR enrolled female will get one free transfer if transfer is completed within 60 days from date of sale.
 8. Females enrolled in WHR receive one free transfer for her, if transfer is completed within 60 days from date of sale.
 9. WHR Breeders receive waived Herd Book acceptance fees.
 10. WHR Breeders receive website link free under Breeders link on ASA website.
 11. WHR Breeders receive waived initial entry fees. (Commercial and/or foundation animals registered with another breed).
 12. WHR Breeders receive waived multiple transfer fees completed less than 60 days from date of sale.
 13. The assessment fee is attached to the female for the calendar year; therefore cows that have had their assessment paid by a WHR breeder and sold to another WHR breeder will be part of the purchaser’s WHR inventory. (Breeders should note when a cow is transferred and or calf registered the waived fees for that female may have been used previously to entering the purchasers inventory.)
 14. WHR breeders can add a purchased animal (from TOC Breeder) to their WHR inventory for the same per cow assessment fee they initially paid on their WHR inventory for that calendar year.

WHR Assessment Fee Schedule Beginning 2016

1. Assessment fee for each qualifying female in inventory paid in full by December 31 before calendar year the assessment is due (20% discount).....	\$16.00
2. Assessment fee for each qualifying female in inventory paid in full from January 1 to February 28 of the year the assessment fee is due (Assessments fees are due before March 1 of each year).....	\$20.00
3. Assessment fee for each qualifying female in inventory paid March 1 and after in year that assessment is due (\$5.00 head penalty for late payment after March 1).....	\$25.00
4. Re-enroll fee per cow removed from WHR inventory and then re-enrolled.....	\$50.00

EPD rulings for Whole Herd Reporting (WHR) and TOC Breeders

1. Only WHR Breeders will receive EPDs. TOC Breeders do not receive EPDs as of January 1, 2015.
2. EPDs will not be issued on progeny from animals that have two generations of pedigree estimates (PE) on sires, dams and grand sires and grand dams. Performance data must be turned in for BW and WW in order to continue to have EPDs calculated. Effective January 1, 2017.

Whole Herd Reporting (WHR) Annual Audit on Data Submitted

1. Select top 50 bulls with most registrations each year.
2. Randomly select 3 sires from the 50 bulls (with computer software).
3. Inspect and audit all data and contemporary groups from three bulls randomly selected.
4. From the randomly selected three herd sires there will be a second random selection for three contemporary groups that will be subject to an on-farm audit.
5. Any suspect data or information will be fully investigated.
6. A third party will do the data audit.

