

Whole Herd Reporting (WHR) and Membership Update, January 2017

A committee of three ASA members (2 WHR and 1 TOC) and three members of the Board of Directors collaborated to look at restructuring the WHR program in 2014 and 2015. This group met a number of times, compared structures and fees of the ASA to other breeds, 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 was important to try and service both WHR and TOC at that 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 on the cutting edge of technology for herd management and multiple other options available through the Digital Beef registry that went live July 1, 2015. The need to purchase an outside herd management system no longer exists for Shorthorn breeders, as we have made sure to have it included with your membership which gives access to the Digital Beef registry. 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 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.

In addition to the registry the ASA is a partner of the International Genetic Solution (IGS) Genetic Evaluation which is the largest Multi-Breed Genetic Evaluation in the world with a combined 18,000,000 head in the data bank. IGS is in the process of converting to new software and updating the formulas for EPDs. This is the first Genetic Evaluation of its kind since the inception of the EPD systems in the 90's. When this is complete we will have Genomic EPDs for most of the animals in the breed. The system will have capabilities to process updated EPDs more than twice a year. This will put Shorthorns on the cutting edge for this technology as well as keep the Shorthorn breed EPDs comparable to 10 other breeds in the US and Canada. All this information is readily accessible in greater detail in the Digital Beef registry.

Updated Membership Rules and Fee Changes, effective January 1, 2016

1. Beginning September 1, 2015 WHR will be the only type of memberships available for new members.
2. One membership fee for each member, regardless of breeder status WHR Breeder or TOC Breeder (WHR member and TOC member will be referenced as WHR breeder and TOC Breeder.)
3. TOC memberships will be grandfathered in and can stay a TOC type breeder after September 1, 2015. To maintain the TOC breeder status their membership cannot lapse or become a member not in good standing. TOC grandfathered memberships are not transferable. If a TOC breeder loses membership status as a TOC breeder they must rejoin ASA as a WHR breeder.
4. Annual membership is for the calendar year January 1 to December 31 of each year. (Online users can find their membership ending date on the General Profile Page in the registry.)
5. Annual ASA Membership Fee is \$100
6. All paid members will receive a 1 year subscription to the Shorthorn Country Magazine included with annual membership fee. (Out of the US subscriptions & First Class will need to pay additional postage.)
7. Annual membership has access to the Digital Beef Registry with built-in herd management software to manage cow herd; with some of the following features: breeding dates, birth activity, BW, WW, YW, DNA, ET activity, semen inventory, and embryo inventory. All of these will enhance and streamline management of your herd as well as enable you to list cattle for sale and produce your own sale catalog in the registry.
8. Beginning November 1st of each year members can purchase their next calendar years membership. In November and/or December all members will be notified that their annual membership is due for the next calendar year. Online registry users please note: if you have not paid or renewed your membership by January 1st of each year, when you log into the registry your annual membership fee will be automatically billed to your account. TOC Breeders must pay their membership prior to March 1st of each year. If not paid prior to March 1, your membership will lapse and you will be required to become a WHR Breeder.

9. Effective January 1, 2016 you must be a member to register an animal at ASA.
10. No registration privileges will be granted until membership is paid each calendar year.

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

WHR Breeders receive EPDs on all qualified animals. WHR is a program for performance data, in order for the EPD system to be the most effective all data must be turned in on every cow's calf in the breeder's inventory. This will provide full value of performance data for accurate EPDs in the future. 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: registration of the natural calf (under one year of age) and one transfer (done less than 60 days from date of sale), all performance data, (including ultra sound data, carcass data and genomic data.)

Inventories will be available online or mailed upon request to WHR Breeders November 1st each year. The breeder will update their inventory and submit it online or mail it into the ASA. The Inventory the WHR Breeder turns into the ASA for invoicing should include all females that are due to calve during the calendar year in which the assessment is paid. The WHR Breeder has to turn in their inventory before the invoice for the total herd assessment is created at the ASA.

Inventory and full payment is due before any animals can be registered in the calendar year in which the WHR assessment is due.

1. 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 using the code that identifies animals too young to breed if they will not calve in assessment year see "2" below.)
2. Any young female that will not calve in the calendar year and the WHR Breeder marks the code 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.
3. 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 prior to entering the purchasers' inventory.)
4. 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. **The WHR Breeder has to turn in their inventory before the invoice for the total herd assessment is created at ASA. (You will not receive an assessment invoice until you turn in an updated inventory.)**
5. 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. (ex, If you paid your inventory prior to January 10 and paid \$16/head and purchased an unassessed animal September 1, it can be added to your existing inventory for \$16/head, *must call the ASA office for adjustment)
6. WHR Breeders must have paid their assessment fees on their inventory before they are eligible to register any calf born in that assessment calendar year. (ET or Natural)
7. The resulting natural calf from an enrolled female (registered Shorthorn, commercial or from another breed) in WHR is allowed to be registered for free if the assessment is done on said enrolled female and if the registration is completed before the calf is 12 months old. (13-24 months, \$60) (24 months and up, \$100)
8. 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. (Regular ET registration fee is \$40)
9. 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. (Regular ET registration fee is \$40)

10. The resulting natural calf from a WHR enrolled female will get one free transfer if transfer is completed within 60 days from the date of sale. (61 days or more from the date of sale, \$40)
11. Registered Shorthorn, ShorthornPlus or enrolled females that have had an assessment paid for WHR in that calendar year and used as recipient (To give birth to an ET calf) will be given one free transfer on that resulting ET calf as long as the transfer is completed within 60 days from the date of sale. (61 days or more from the date of sale, \$40 – Regular transfer fee less than 60 days is \$20)
12. Females enrolled in WHR receive one free transfer for her (the cow) in the same year she was assessed, if transfer is completed within 60 days from date of sale. (61 days or more from the date of sale, \$40)
13. WHR Breeders receive waived multiple (more than one owner) transfer fees if completed less than 60 days from date of sale. (61 days or more from the date of sale, \$50)
14. WHR Breeders receive waived initial entry fees (Commercial and/or foundation animals registered with another breed).
15. WHR Breeders receive waived Herd Book acceptance fees (fee for breeding up from ShorthornPlus to Purebred.)
16. WHR Breeders receive free website link under Breeders link on ASA website.
17. 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)

WHR Assessment Fee Schedule

Assessments fee for each qualifying female in inventory if paid in full by January 10th of the calendar year the Assessment is due receive a 20% discount off the regular fee of \$20. (example; If you pay the assessment fee on one cow on January 9, you will pay \$16)

Assessment fee for each qualifying female in inventory paid in full from January 11th and prior to March 1 of the year the assessment fee is due will pay the regular fee of \$20.00.

Assessment fee for each qualifying female in inventory paid after March 1 in year that assessment is due will pay \$25 (\$20 regular fee plus \$5.00 head penalty for late payment after March 1)

Re-enroll fee per cow removed from WHR inventory and then re-enrolled, \$50.00

Summary of Fees

- November 1 – January 10 - \$16
- January 11-March 1 - \$20
- March 1 or later - \$25
- Re-enrollment fee - \$50

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

1. Only WHR Breeders will receive EPDs. TOC Breeders do not receive EPDs effective January 1, 2015.

Whole Herd Reporting (WHR) Annual Audit on Data Submitted

2. From the top 50 bulls with most registrations each year three sires will be randomly selected.
3. Inspect and audit all data and contemporary groups from three bulls randomly selected.
4. Any suspect data or information will be fully investigated.
5. Randomly select three contemporary groups from all contemporary groups of the three selected sires, groups

will be subject to an on-farm audit.

6. A third party will do the data audit.