

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, ASA is a partner in the International Genetic Solutions (IGS) genetic evaluation. IGS runs the largest multi-breed genetic evaluation in the world with a combined 19,000,000 head in the data bank. In the summer of 2018, IGS and ASA began running genetic evaluations using single-step methodology and a new software platform, BOLT. The cutting edge computing power of BOLT allows for ASA to publish weekly EPD updates, as well as provide genomically-enhanced EPDs to membership. In addition to more frequent EPD reporting, being a part of IGS allows animals in the ASA database to be compared to those in other IGS partner breed organizations, including 12 other associations in the United States, Canada and Australia. All genetic evaluation information and individual animal EPDs can be found in ASA online registry program, Digital Beef.

Updated Membership Rules and Fee Changes, effective Jan. 1, 2016

1. Beginning Sept. 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 Sept. 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 Jan. 1 to Dec. 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 Nov. 1st of each year members can purchase their next calendar years membership. In Nov. and/or Dec. 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 Jan. 1st of each year, your annual membership fee will be automatically billed to your account when you log into the registry. 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 Jan. 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 (Breeder Rules and Fees effective Jan. 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 Nov. 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 active, breeding age females 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 available to the WHR Breeder in Nov. 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 which the WHR Breeder marks the code 51 "too young to breed," will not be charged an assessment fee for that year; it will remain active & can be assessed the next year without 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 active, breeding age females during the calendar year in which the assessment will be 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 Jan. 9 and paid \$16/head and purchased an unassessed animal Sept. 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, AI or Natural)

7. The 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 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 & ShorthornPlus cows that are used as recipients & 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 in the calendar year & 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 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 link under ASA website.
17. A reactivation enrollment fee will be charged for females removed from an inventory and 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 charged a fee of \$50.00)
18. On the rare occasion that a WHR assessed cow has multiple natural calves born during an assessment year ASA policy allows for a reduced cost of the registration for the additional calf. The conditions must be met.
 - a. The calves must be registered before 12 months of age.
 - b. The assessed cow either had twins or had a calf born early in the assessment year and calved again toward the end of the assessment year.
 - c. The WHR member must contact the ASA office to have access to the reduced registration cost.

WHR Assessment Fee Schedule

Assessments fee for each qualifying female in inventory if paid in full by Jan. 9th 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 Jan. 9, you will pay \$16)

Assessment fee for each qualifying female in inventory paid in full from Jan. 10th and prior to Feb 28th 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 1st and after the year that assessment is due will pay \$25 (\$20 regular fee plus \$5.00 head penalty for late payment March 1st and after)

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

Summary of Fees

- Nov. 1 – Jan. 9 - \$16
- Jan. 10 - Feb. 28 - \$20
- March 1 or later - \$25
- Re-enrollment fee - \$50

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

1. Effective Jan. 1, 2015, only WHR Breeders will receive EPDs. TOC Breeders do not receive EPDs

Whole Herd Reporting (WHR) Annual Audit on Data Submitted

A random selection of 3 sires from the top 50 bulls with the most registrations and 3 contemporary groups will be made each year. All data from the 3 randomly selected bulls and 3 randomly selected contemporary groups will be inspected and audited by a third party. Any suspect data or information will be fully investigated.