



November 2020 Board Meeting Highlights

1. The Board of Directors held a hybrid meeting November 15–17 with some directors coming to the office and some participating via Zoom. The meeting was very successful with all directors able to attend and minimal issues due to rural internet connectivity.
2. The Board approved a motion to extend the hold on pricing for RFIs (request for information) from 90 days to 180 days, but not to exceed 12 months of age, effective January 1, 2021.
3. The CEO provided an update on the Canadian Balanced Index program. Members who have participated in the pilot program for in-herd use have largely validated the results and we are working on some tweaks and suggested improvements. CBI will roll out to all CAA members in 2021 but a firm launch date has not yet been set.
4. All donor dams are required to be sire verified and dam verified if the dam is alive, effective immediately, supporting our policy of verified to the fullest extent possible. Only in special cases will we require reconstructions of a DNA verification to be done.
5. As of January 1, 2021, CAA will charge a \$50 sire authorization fee per sire authorization.
6. A brand-new Canadian Angus Green Tag marketing promotion will be rolled out in 2021. The \$50,000 Green Tag Extravaganza will see beef cattle producers using the green Canadian Angus tags qualify for bull and heifer credits from CAA. Watch for details to be announced soon.
7. The Board reviewed the 2020 financial forecast and the CEO presented the 2021 budget. CAA has already reinvested some of the 2020 budget savings into member activity and communications this year. We are optimistically budgeting for a relatively normal year in 2021 due to the unknown circumstances of 2021 but will remain fluid in budget re-forecasting.
8. The Board discussed the impacts of COVID-19 on CAA operations and member businesses. Field service attendance at events remains very limited based on travel limitations and gathering restrictions. While we are moving ahead with plans for Convention and a full Gold Show season in 2021, we are also ensuring that back-up plans are in place and are considering current and evolving health advice in all plans.
9. CAA has invested in hair cards for members. Starting January 1, 2021, members will be provided with free of charge hair cards based on their herd inventories. Cards will be sent with outgoing mail starting in January or upon request.

10. CAA launched the Ringside app at the only Gold Show able to proceed this year at Stockade Roundup, held in Lloydminster, Saskatchewan on November 4. The app was downloaded 255 times during the show and we have received excellent feedback about it. CAA has exclusive rights to the app in Canada and will explore how to take better advantage of these platforms in 2021.
11. The Board reviewed the new committee structure that was implemented in June. There was consensus that the new structure enabled the meeting to run more efficiently.
12. Starting January 1, 2021, CAA will charge a \$400 AI approval fee for imported open access semen. This fee will be applied to all bulls born outside of Canada.
13. Five key research projects are heading into their final stages: the Canadian Balanced Index, High Immunity Response (HIR), feet and leg, new traits and using camera technology to measure traits. The Board and Association are assessing new potential research projects, a number of which have been suggested by members.
14. Kim McConnell, a well-known consultant in the agriculture industry, facilitated a discussion on long-range strategic plan development and key priorities. Members can expect to hear more and to become engaged in the process starting in the first quarter of 2021.
15. The Board plans to meet virtually in 2021, likely in April and hopes to meet in person in June as part of Convention 2021 in Saskatoon, Saskatchewan.
16. Alberta remains in Stage 2 of the province's relaunch strategy. The CAA office remains closed to visitors and as many staff as possible continue to work remotely to minimize the risk of exposure. We continue to accept limited appointments for members who require in-person assistance and follow a visitor protocol that adheres to Alberta Health Services recommendations and guidelines.