



Incentivizing Data and Genotyping collection for Members

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Current fees and costs to the Membership

Registrations	
Birth to 4 months	\$7.00
4 to 10 months of age	\$9.00
10 to 12 months of age	\$14.00
Over 12 months of age	\$27.00
Embryo Calves - Regular Registration Fee Plus	\$10.00

AHIR/MaternalPlus Enrollment	
Per Cow or Calf	\$3.00

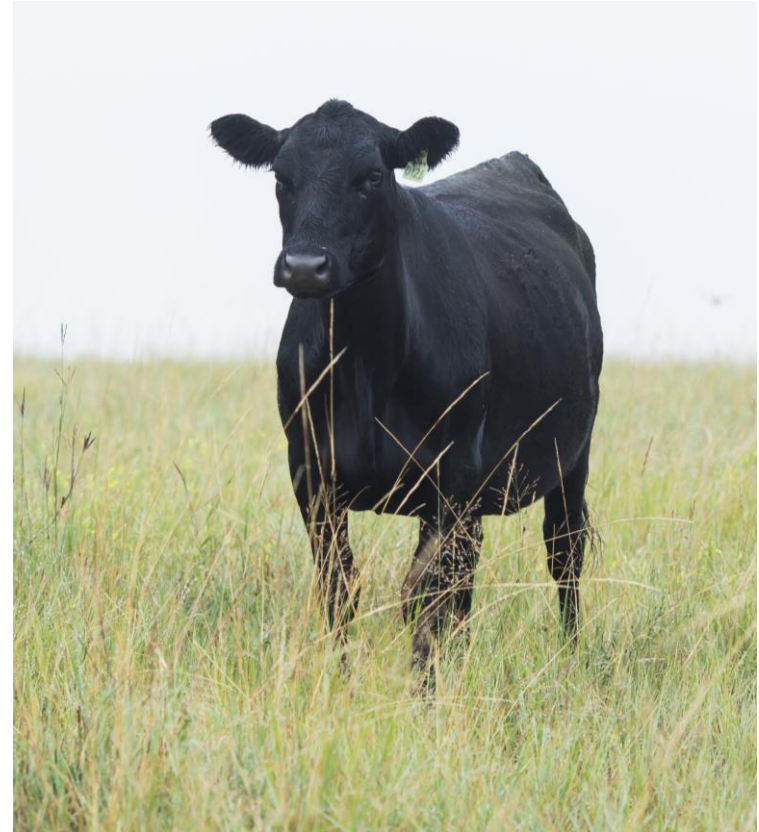
Transfers	
Received within 30 days from sale date	\$5.00
Received between 30 and 60 days from sale date	\$7.00
Received after 60 days from sale date	\$12.00

Genotyping cost	
Angus GS	\$37.00
HD 50K for Angus	\$37.00
Parentage markers	\$18.00

Introductory 5% Cash Back on fees

Proposing a sunset clause on this after 150,000 females re-enroll in the program.

- **Annual cash back rebate** at re-enrollment
 - 5% introductory; 2.5% every year after
- Cash back on **Association Fees** (previous 12 months)
 - Membership
 - Performance programs: MaternalPlus enrollment, additional AHIR fees
 - Registrations: ET fees
 - Transfers



Structured Sire Evaluation is Building a Bigger, More Relevant Carcass Database

- 2.1M Ultrasound vs. 119,000 Carcass records
- Carcass data from high use sires
- Target large commercial cow-calf producers (300+) with AI program

- Over 600 head harvested so far
- Over 900 head go on feed this fall
- 1500 cows bred this spring

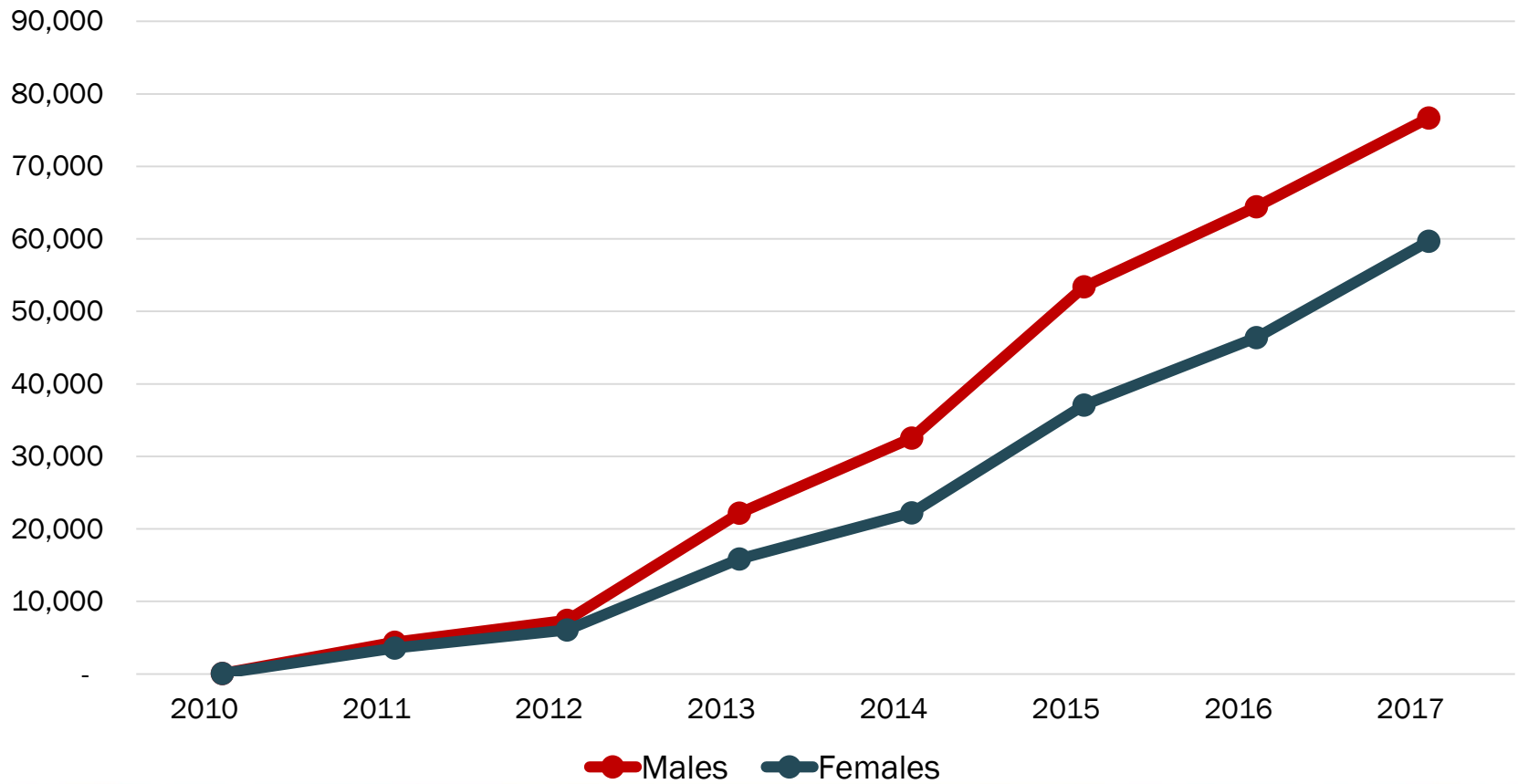


Membership wide incentives increase genotypes in Angus Genetic Evaluation

Date	Cost	Genotypes
Oct. 2012	\$75	11,000
Oct. 2013		42,000
Oct. 2014		89,000
Oct. 2015	\$45	159,000
Oct. 2016		262,000
Oct. 2017	\$37	383,000
Current		552,408

Female testing increases with lower testing cost

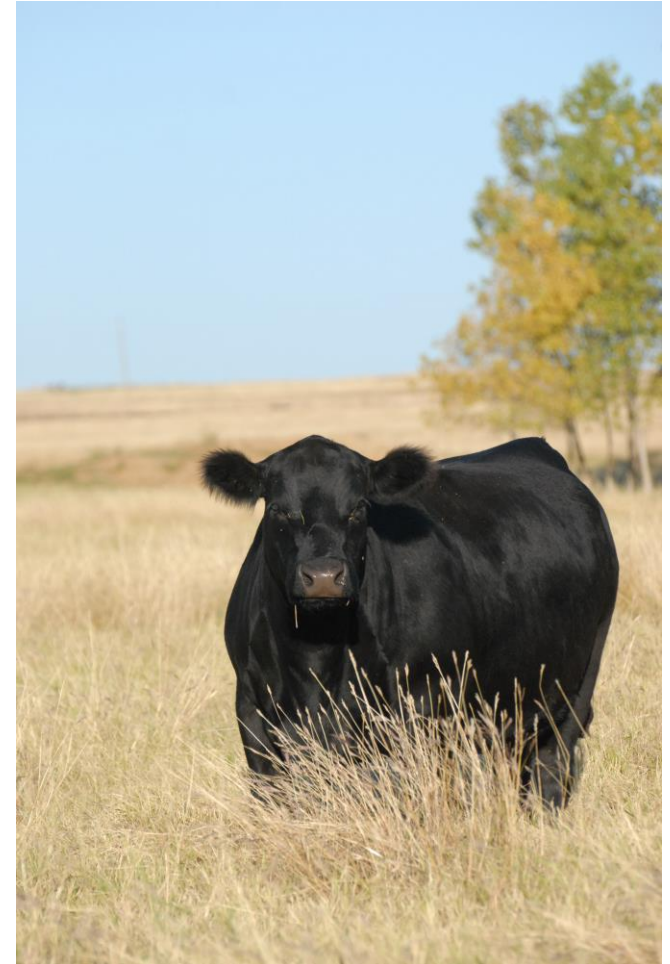
Female vs. male genomic profile tests, year over year



Data + DNA = Selection Tools that Work

- 8.3M birth weights
- 8.9M weaning weights
- 4.4M yearling weight records
- 1.6M heifer calving ease scores
- 120K carcass records
- 2.1M ultrasound records
- 23K individual intake records
- 284K docility scores
- 71K heifer pregnancy observations
- 214K mature cow weights
- **552K Genotypes**

As of 10/20/2018





Questions & Discussion

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Thank you for the opportunity to visit with you!