



AMERICAN-INTERNATIONAL CHAROLAIS ASSOCIATION

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Fall 2024 AICA Board of Directors Meeting Highlights

The AICA Board of Directors met in Kansas City on October 27th and 28th, addressing the current needs and future initiatives of the Charolais breed. More details on each of these projects will be available in print and online in the upcoming weeks.

ACF Research Fund

Action was taken to create a research fund to pursue and encourage innovations, research priorities, and future strategies to position the breed. This fund will be seeded with investment revenue from reserves, and open to donations from the membership.

Phenotype & Genotype Show

The AIJCA board voted to create a phenotype & genotype show, to be held alongside the other shows during the 2025 Charolais Junior Nationals. In this event, entries are ranked by a judge according to their genomically-enhanced EPD profiles prior to the event. The same judge then evaluates the phenotype of cattle and places each class based on structure and appearance. The two rankings are then combined to select the final ranking.

Genomic Credits for Phenotypic Data

An incentive was created to reward data submissions tied with genomic testing. 100K DNA testing fees will be discounted for breeders who also contribute data in properly formed contemporary groups in areas of needed traits such as yearling weight, carcass ultrasound, docility, foot structure, and feed efficiency.

New EPDs and Data Needs

The board approved recommendations from a sub-committee to pursue several new traits that hold value for Charolais breeders and bull buyers. Budgeting and data requests will now be issued for new traits in our evaluation including feed intake, docility, mature height, mature weight, and foot structure.

Market Access for Char-Sired Fed Cattle

Updates were provided about tactics to increase the market acceptance and value for Charolais-sired cattle in the U.S. beef supply chain. Strategies will be implemented to create differentiation around tenderness, carbon footprint, packer relationships and export opportunities in order to increase the acceptance and value for Charolais feeder cattle and fed cattle.

Branded Beef Program

Staff provided an early look at the business plan and structure for a potential branded beef program, including supply strategy, marketing positioning, harvest needs, and distribution channels. Further details will be added and the final plan will be presented in person and on Zoom during the National Western Stock Show in January.



A M E R I C A N - I N T E R N A T I O N A L C H A R O L A I S A S S O C I A T I O N

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Profit Driver Feedlot Test

An overview of a new “feed out” program was debuted, which will allow members and bull buyers to gain valuable data at the feedlot level including feed intake and conversion, heart scoring, and feedlot gains. Awards will be created for juniors and adults in the areas of efficiency, yield grade, quality grade and overall feeding and harvest profitability, and animals will receive a genomic test and allow for the benefit of tracked data to increase EPD accuracies of Charolais sires.

Beef on Dairy Trends

Lauren Kimble, Manager of Profit Source, provided updates and data from Charolais-sired Beef on Dairy cattle that have originated through this program over the last year. She noted several trends that are currently evolving in this aspect of the industry, and how our breed is having a positive impact. She noted that AICA’s reworked Terminal Sire Index had been particularly helpful in terms of predicting profitability our Jersey-based dairy herds.

AI-Driven Data Collection Tools

Initial planning for the use of AI-based technologies was presented, creating an opportunity to drive data connectivity and value for Charolais-sired cattle. Due to tools such as facial and muzzle recognition, advanced imaging, and immense processing capability; our membership stands to value greatly by utilizing these tools to drive genetic selection, marketing and operational management.

Spring board meetings are tentatively scheduled for April 14-15, to be held in Kansas City. A full recap of the committee meetings and board actions will be printed in the Charolais Journal or listen to an interview with AICA board president Michael Sturgess on the Charolais USA podcast.