



AMERICAN-INTERNATIONAL CHAROLAIS ASSOCIATION

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The American-International Charolais Association held a Commercial Committee and Board of Directors meeting in conjunction with AICA activities at the National Western Stock Show, Denver, Colorado. During the meetings, updates and strategies were provided targeting several initiatives to add value to Charolais genetics throughout the beef chain.

AICA Commercial Committee/Board of Directors Meeting

This event saw a strong amount of participation, with about 50 members in attendance and 25 online. The feedback and ideas from all involved were greatly appreciated, here are some high level recaps:

- AICA and MeatLink staff provided an update on a more finalized business plan for a branded beef initiative, which included progress made in the last 90 days around potential branding, potential customer feedback, reports from additional consultants, and deep discussion around supply management and genetic verification of supply. Ultimately the board choose to continue to refine the approach and continue to consider options and planning between now and the April meeting.
- Edacious provided a project scope for a 12-month research trial to establish competitive differentiation for our genetics in the terms of nutritive value, tenderness, amino acid/flavor profiles, and other elements to define Charolais eating experience outside of quality grade. The board funded this project, and we will now work on the contract and next steps. Options for establishing Carbon Footprint claims and benchmarking were also discussed, as well as co-funding with outside investment. A small initial exploratory project in this area was completed last fall, and results indicated a positive outcome for this initiative. Results from this research will be published, as well as utilized to make marketing claims in either a branded beef initiative or through opportunities with now emerging retail supply chains. Discussion of grant funding approaches and non-traditional funding support were also provided.
- Staff provided an overview of the new inclusion in the “Angus-type” USDA Live Animal Spec for Charolais-sired calves out of Angus and Red Angus-based commercial herds, noting its future and current impacts on market acceptance and how we will use it to leverage more opportunities for Charolais-sired feeder cattle. Market opportunities are currently in place to accept these cattle, along with more options in the works.
- A white paper on the value of yield as modeled by the current AICA breed averages was presented-noting the impressive need for emphasis on yield grade in today’s market. This paper provided expected results in a real-world beef marketing scenario, with values identified through boxed beef value and retail value. This information will be utilized in outreach with industry partners in packing, retail and food service.
- Ranch to Retail provided an overview of a working relationship with AICA, which includes retailer advocacy, supply chain creation & planning, grant solicitation, and additional consulting. The board took action to approve a contract in order to engage them on these fronts.
- Updates were provided on the first-of-kind A.I.-driven breed association data collection, herd management, marketing and data connectivity options that are currently in the works, with some of those releases planned for later in the spring.



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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Other Updates

Additionally, staff provided updates on other relevant association items such as the Genomic Credit Program, a BCHF risk assessment test available as an add-on to AICA's 100K genomic testing, PPR registry software updates, branding updates, and new trait development progress for Docility, Foot Structure, Feed Intake, Calf Vigor, and Mothering Ability EPDs.