



Agriculture and
Agri-Food Canada

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Successful Breed Associations

**Canadian Livestock Records Corporation
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Canada 



Topics to cover:

- What does successful look like?
- It's a people business
- Purpose of the APA and associations
- Taking care of business
- Changing authorities
- By-law amendments
- Planning for the future
- Feedback is good



What Does Successful Look Like?

- *Purpose*
- *Enthusiasm (with purpose)*
- *Direction (systematic)*
- *Accomplishments*
- *Continuity*
- *Responsibility*
- *Commercial validation*



It's a People Business !

- Service to members
- Collaborative undertaking of members
- Service to sector
- Personal relationships
 - Must be nurtured
 - Discourage bad behaviour
 - Codes of conduct (?)



Purpose of the APA & Associations

A. **Purposes of the APA**

- Support a competitive industry through genetics
- Support systematic genetic improvement
 - (i) Within each breed
 - (ii) Among the breeds within a species
 - (iii) Dissemination to commercial sector
 - (iv) Feedback to inform breed improvement



Purpose of the APA & Associations

B. Purposes of Breed Associations

- Framework for collective action of breeders
- Consistency & reliability of Canadian pedigree information
- Enabling basis for breed improvement



Purpose of the APA & Associations

C. Genetic Improvement - historical

- Fed-Prov-Industry Agreements
- National Advisory Boards
- Fed-Prov delivery of improvement programs
 - Performance recording on-farm
 - Federal compilation & running genetic evaluations
 - Provincial assistance for on-farm implementation



Taking Care of Business

- Organisational
- Financial
 - Budgeting, Bookkeeping, Reporting
 - Audit (Audit, Rev. Engagement, Notice to Reader +)
- Registration
- Genetic improvement
 - Direction & guidance
 - Implementation tools



Taking Care of Business

- Reporting to members
- Outreach (visibility, engagement, positioning)
- Communication –
 - Who: (a) Knows? (b) Needs to know? (c) Do you really want to know?
 - Will they want to read it?
 - Get ahead of issues
- Take care of members (new, young, old, busy)



Change of Authorities

- Articles of Incorporation
 - Corporate authority
 - Breed(s)
- Types of authorities
 - Corporate authorities & responsibility
 - Exclusive authorities granted by APA
 - By-law designated authorities (e.g. board, officers, committees, reps)



Change of Authorities

- By-laws – role of members, general meetings
 - [N.B. ensure effective participation***]*
- Amalgamation, dissolution
- Operation of the Registry
- Policy and Procedures
 - i.e. rules & implementation




By-law Amendments

- Why?
 - Ensure Association is operationally sound
 - Correct errors, inaccuracies
 - Improve clarity, consistency
 - Establish rules for new activities
 - Improve and enable breed improvement



By-law Amendments

- How?
 - Ensure consistency with APA, Articles, Purposes
 - Concise, practical, clear
 - Check with multiple people
 - Before it goes to members for approval, check with AAFC
 - Vote by members according to rules of by-laws
 - Submit for ministerial approval



Planning for the Future

- Succession planning
- Keep perspective (past, present, future)
- Transitions
 - Board
 - Breeders/mentors
 - Events
 - Registrars



Feedback is Good

- Feedback should be welcomed, when;
 - It shows members care
 - It shows members are active and attentive
 - It provides ideas to improve, grow, offer services
 - It identifies areas where more attention is needed
 - It shows target markets are paying attention
 - It shows where new market opportunities may lie