

Breeding Committee Minutes: June 22, 2022 8:00pm EST

Attendance: Marita Floryn - Chair, Allison Thomas – Board Liaison, Charlotte Dumford, Julee Kula, Rachel Clifford

Absent: Kristy Dye, Maddi Snyder

Budget Information:

Measure Goal: 345

Revenue Budget: \$150,000.00

Expense Budget: \$23,000.00

Measure Actual: Foal Registrations

Revenue Actual: Registrations + Genetic Testing

Expense Actual: Parental & Genetic Verification

Strategic Planning Goal:

Motion to approve April 13 minutes by Julee. Seconded by Rachel.

Old Business

1. Social Media Marketing

Picking a day of the week to post and frequency. Unsure of open days available. Allison and Marita will get to work on a first post ASAP to send to marketing committee. This committee will need to be notified of planned posting day so we can be prepared to field responses. The second post will be done by Julee and Rachel. Committee agreed to 2x a month posts.

New Business

1. Stallion Fees

Discussion about the current difference between foal registration using a North American stallion vs a non- North American stallion. Currently a \$75 difference. The rationale being between encouraging use of North American stallions to support our stud owners vs decreasing kinship. The registry as a whole is working to lower kinship yet we are punishing breeders for using non-NA studs. Julee mentioned a possible incentive for kinships under 17.2%. It was decided to reach out to Jason for some statistics on stallions used and average kinships in order to further discuss.

2. Cooled Semen from the Netherlands to North America

A successful pregnancy from fresh cooled semen from Jasper 366 has been done in the past. The committee would like to further investigate the possibility of this. Julee will reach out to Doeke Hoekstra and Marita to Germ Aise Bouma for more information.

3. B-Book II Education

There is an increase in B Book Registrations these past 15 years informing us that what we are doing to discourage this is not working. After discussion the opinion is that we can only continue to educate as much as possible, reach out to the demographic and use social media to encourage non B Book.

4. Other

Charlotte announces the editorial committee needs writers/topics. Next deadline is August 1.

Julee has an idea for a new article about white on Friesians. Legal vs. illegal.

Adjourned: next meeting July 13 8:00pmEST