

Breeding Committee Minutes: December 7, 2022 8:00pm EST

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

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:

Old Business

1. Social Media Posts

The committee completed two more social media posts together during this meeting. There are 4 posts on the schedule for social media.

2. Articles

Charlotte mentioned that the keuring news pushed back some articles. A positive sign for the number of articles the committees are presenting.

Allison finished her first of two kinship articles and asked if anyone has stallion cage pictures. Julee does and will send them to her.

3. Incentives

Marita mentioned that at her chapter AGM a member asked about incentivizing NA stallion owners to ship to Canada since not all the barns do so. After some discussion about the extra costs and hassle of shipping to Canada we decided there are no ways to incentivize this as these are often internal matters with the stallion owners themselves.

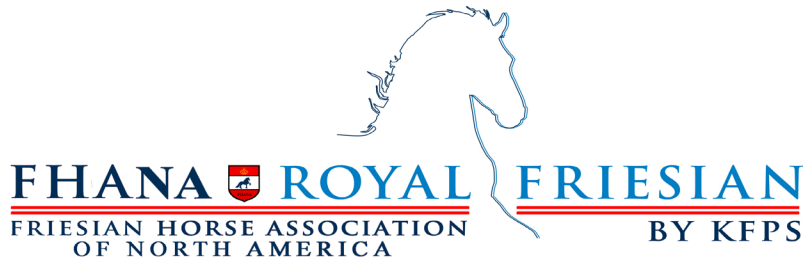
Discussion continued on incentivizing low kinship through education and advertisement. An award was mentioned but Marita said there are already a lot of awards FHANA offers. Other ideas that came up were a discount in the classifieds, advertisements or in registration.

We want to acknowledge the breeders taking the risk.

- adding a prize to low kinship registration (certificate paper, magnet, sticker) -possible sponsorship from Fenway

- quarterly acknowledgement in the Friesian magazine

- once a year top ten low kinship along with the keuring results



New Business

1. AGM Program Advertisement

An advertisement to promote low kinship. Allison will reach out to Chad or someone who can donate a template. The committee was going to keep in touch between meetings in order to get this advertisement out on time.

Adjourned: next meeting Dec 21, 2022 8:00pm EST