

**American Red Poll Association
Board of Directors Meeting Minutes
Tuesday, May 27, 2025**

Call to Order:

Tim Montague

Roll Call:

Present: Tim Montague, Brant Sanders, Jeff Talbot, Willard Gardner, Gary Taylor, Chet Miller, David McCall, Joe Jackson, Jim Jackson.

Absent: Phil Wyrick, Becky Ebersole.

Guests present: James Cullis of Herd Logic, Alan Couch - President of Australian Red Poll Society

New business:

Tim Montague introduced our guests, James Cullis founder of Herd Logic and Alan Couch - President of Australian Red Poll Society. Herd Logic is software that we could consider to replace using ABRI for our registrations. The Australian Red Poll Society has changed from ABRI to Herd Logic.

James Cullis explained that he created Herd Logic because most breed societies were not profitable and a huge chunk was going to registration services. They determined that there was a need to automate and standardize to bring costs down. The thought was to let DNA be the qualifying factor to verify parentage and to register an animal. The Herd Logic plan was to consider \$35 to register one animal which includes DNA cost. 10% of this goes to Herd Logic for the registration services. \$21 to the DNA results provider, Diversity Arrays. This is in Australian dollars so would be less in US dollars currently due to exchange rate. There is an established set of software for this so to keep costs down, the breed society rules need to comply with the existing software vs. having a bunch of specific rules.

Alan Couch - President of Australian Red Poll Society, explained that they needed to make some changes in the coming years to avoid continuing to go further in the red financially. This led them to look for another registration service provider. They also wanted to get into genomic DNA. Herd Logic was the service they found that could make these services economical.

Alan stated that they went into an agreement with James Cullis of Herd Logic and Diversity Arrays who would analyze the DNA. James was quickly able to get the information from ABRI and incorporate it into a database. There was a charge from ABRI to get the data. It wasn't a huge amount of money, but it had to be done. The plan they followed was to take the information from the breeder as far as sire and dam and to enter this information into the database as a "recorded" animal. However, that animal didn't get the distinction of being "registered" until it was verified by the DNA. This wasn't going to be able to happen immediately as many current sires and dams did not have DNA recorded. So, a number of years needs to be considered to get this fully going. A number of stages needs to be gone thru. The Herd Logic service allows breeders to input the information themselves online vs. sending paperwork into the society office.

Some of the downsides are that generally people are resistant to change and expect to get exactly what they have gotten in the past. Some will enjoy being able to do this online themselves and others will not. It is possible to allow someone else access to a breeder's account to input the data for them.

The process is to log on to your account and enter the birth information for a calf including sire and dam. This animal is now in the "recorded" stage. Once DNA comes in, the animal is elevated to various stages and awarded "badges" for the level of "registration". Payment happens once the animal is a "registered" animal. All calves in a herd are to be recorded and only those to be registered would need the DNA submitted.

Australia was only interested in moving forward not backward, so no past registrations would be looked at for verification. Only future registrations would be looked at. They are looking at the first year only requiring DNA be submitted on the calves, the next year DNA turned in on the calves and sires and the next year on the calves, sires and dams. DNA can be taken at any stage of life. The DNA labs prefer tissue samples from the ear.

It is possible to get a paper on a “recorded” animal vs. a “registered” animal. Note that the pedigree is not verified in this instance.

A fee to the Australian Red Poll Society would be needed for development of the DNA panel. In American dollars, currently the total is ~\$22.75 total costs due from the American Red Poll Association to pay Herd Logic, Diversity Arrays and the Australian Red Poll Society. Whatever fee ARPA sets minus the \$22.75 is our “profit”.

Meeting adjourned.

Submitted by Jim Jackson, Executive Secretary/Treasurer