

Minutes - 2020 Annual AGHA Membership Meeting

OPENING

The meeting was called to order on December 14, 2020. The electronic meeting was hosted by the by Angela Ingraham, Association President from within the online AGHA Discussion forums. A quorum was reached.

PARTICIPANTS

Board Members

Angela Ingraham, President	Donna Dorminey
Jack Rowland, Vice President	Donna Hertlein
Susan Neal, Treasurer	Matthew Hunker
Victoria Rozanski, Secretary	Rebecca Mahoney
Koertland Beyer	Wendy McDaniel
Michaela Densmore	Seth Wright

Association Members

Allan & Meredy Brownstein	Felicia Konrad-Bevard
Matthew Bye	Dwayne Long
Abigail Black	Kyle Mays
Matthew Caley	Allen Martin
Pamela Christensen	Laurie Munroe
Danite Covington	Thomas Bennett & Nancy Olschewsky
Laura Dykstra	Alex & Tara Rhinehardt
Scott & Heater Dumont	Mary & Gage Rosti
Jason Paulson & Kirk Fackrell	Mary Rutten
L. Bonje Gioja	Heather Schueller
Phill & Sara Guaraldi	Jeff Shenk
Kate & Jim Gurnsey	Joella Smith
Nathan & Nicole Habbyshaw	Shayla Taylor
Ruth Hippler	Charles Thomas
Sandee House	Vikki Vyvyan-Kunz
Cynda Warren Joyce	Brian Wells
Lorri Kelly	

WELCOME

Angela Ingraham welcomed all members and explained the purpose behind the new meeting venue. Members were encouraged to participate and offer their feedback.

STATE OF THE ASSOCIATION

Reports were given on:

Year-to-date Income and Expenses - Expenses were down by \$6k overall and income was slightly increased giving the Association considerably better financials this year than last. The Registrar who agreed to work on commission (50% registration fees) rather than flat rate (\$1K/month). That alone appears to have saved the association \$3K through October. The marketing expenses normally associated with promoting AGH at Mother Earth News Fairs and other homesteading gatherings were not spent due to COVID cancellations.

Hog Registrations - As of October 2020, 267 new hogs were registered. With the health and food restriction concerns surrounding the COVID-19 pandemic, many members found substantial increases in requests for feeder piglets. This increase, while the numbers do not show in the Registry or in contributions to financials in the way of registration fees, is vital to the ultimate success of the breed and of the breeders. This success comes in the form of additional income to each breeder, as well as a general exposure to the breed from both potential Association Members and meat customers.

Number of Active Association Members –

Full Members: 322

Junior Members: 2

Friends of the AGHA: 6

2020 PROJECTS AND ACCOMPLISHMENTS

- 2020 started off with a bang with Board member Wendy McDaniel attending the Mother Earth News Fair in Belton Texas. The attendance was up and there was great enthusiasm for the breed from the attendees. The next fair was to be held in Tennessee, however due to COVID-19, this venue, along with all the remaining fairs, were cancelled along with the sold-out Massachusetts Charcuterie Intensive Class that Board Member Seth Wright had set up with Meredith Leigh. Meredith has worked with AGH carcasses numerous times at past MEN Fairs and we hope to see this continue when things return to normal.
- Website changes this year included the extension of the \$5 discount on Memberships for Auto-renewal through PayPal. This included new as well as renewals. Auto-pay helps keep membership income consistent and is beneficial to both the Association and to the members, eliminating the need to remember to renew.
- Also new to the website was automated renewal reminders sent to those not yet signed up for Auto-renewals, or those who wished not to participate. In the past, all reminders were done manually by emails and/or postcards.
- Work was also done to manually clear the membership list of outdated listings, updating the email list and breeder listings on the website.

- Participation in the The Open Herd Network. an alliance the Association formed in October of 2019, continued to be utilized by breeder/members. Many people had great success with this method of promoting their stock, helping to replace sales lost when online Facebook livestock sales were banned. We hope to see this continue to grow and encourage you to look at this option, free to members, if you are not already a participant.
- Board member Matthew Hunker reached out to other Heritage Swine Breed Associations in hopes of working in conjunction with them to promote heritage pork. Additionally, The Livestock Conservancy has reached out to us to participate in their “Saving Endangered Hog Breeds Project” and we have been invited to be a part of a January podcast. The Conservancy is working with a number of partners and universities to make Heritage Pork production an economically-viable enterprise for small and mid-scale farmers, to increase endangered breed swine populations so that they are numerically and genetically secure, and to develop models for pastured, heritage swine production that can be applied nationally. This three-year TLC project is in its first year.
- Again, we welcome your ideas and suggestions as to new projects for the upcoming year, either in the comments section here, or in personal emails, phone calls or Social media messaging.

GOING FORWARD

The Association looks forward to continuing with the public promotion of the breed which was brought to a halt in 2020 due to COVID-19 restrictions. We are hoping to once again be involved with venues such as The Mother Earth News Fairs and NOFA Conferences as well as a return to fairs in general country wide. The venues showcase our breed to its full potential with audiences that are perfect for this homestead-oriented breed.

The Livestock Conservancy is a great partner moving forward, especially so with their recent grant to develop marketing and promotion of heritage breeds. We have always been, and will continue to be, a contributor to the Conservancy and much of our exposure to potential buyers interested in the breed comes from the Livestock Conservancy website.

We have reached out to other heritage swine associations and breeders, with minimal feedback to date, but will continue to keep this avenue open

There was a brief discussion regarding tracking registrations, active herds, and census techniques.

BOARD MEMBERS ELECTIONS & RESIGNATIONS

Board President, Angela Ingraham, and Board Secretary, Victoria Rozanski are both stepping down from the Board as of December 31, 2020. Their officer positions will be filled from within the current Board of Directors.

A Board Member Election was held. Laura Dykstra and Matthew Caley were elected as At-Large Board Members.

The meeting was adjourned on Friday, December 29, 2020.

Minutes were prepared on December 29, 2020 by AGHA Secretary, Victoria Rozanski