

IRISH BLACK® CATTLE ASSOCIATION

STRATEGIC PLAN 2017-2022

Revised 11/14/17

Irish Black® and Irish Red® cattle are a true American breed founded in the United States by cattleman and genetic scholar, Maurice Boney in the 1960s and 1970s. Boney developed his ideal American beef industry females and mated them with three (3) imported beef Friesian sires, thus initiating the start of the Irish Black and Irish Red breed. After Mr. Boney scientifically confirmed a sound genetic foundation, he closed his herd books and officially formed the Irish Black and Irish Red breed. Decades of performance-based development followed, dictated specifically by successful line breeding. The Irish Black and Irish Red breed was trademarked by the Founder in the 1990s to protect the breed's genetic future. By 2009, Irish Blacks and Irish Reds were well established across the United States and had begun to expand internationally.

Irish Black and Irish Red cattle are one of the cattle industry's most innovative breeds. These cattle were specifically developed to carry genetically dominant traits desired by the US beef industry. An American breed, the Irish Black or Irish Red is of well-balanced conformation and superior performance suited for the purpose of efficiently and consistently producing quality beef.

The genetic power of an Irish Black or Irish Red produces a highly fertile, well-balanced animal exhibiting excellent beef industry performance and conformation traits. Irish Black and Irish Red cattle are coveted by purebred producers for their rewarding economic returns and highly sought after by progressive commercial cattle producers for their consistent quality and excellent return on investment.

The Irish Black Cattle Association is a not-for-profit association organized for the benefit of its membership in 2013 to collect, record and preserve the pedigrees of Irish Black and Irish Red cattle. As the Official Breed Registry of the Irish Black and Irish Red Cattle, the IBCA serves as an information center for its members, their customers and the general public on matters pertaining to the Irish Black and Irish Red breed and the beef industry. The IBCA works to promote and support the ownership of Irish Black and Irish Red cattle, grow markets for Irish Black and Irish Red cattle, and further opportunities for Irish Black and Irish Red producers within the beef industry.

IRISH BLACK® and IRISH RED® TRADEMARK

Irish Blacks and Irish Reds are registered trademarks owned by I.B. & R. Trademarks, LLC and licensed to the Irish Black Cattle Association.

POLICY STATEMENT

It is the Irish Black Cattle Association's primary role to record, preserve, and promote the integrity and future of the Irish Black and Irish Red breed as the official breed registry. The general role of the Irish Black Cattle Association is to support the interests of Irish Black and Irish Red cattle producers, create opportunities, and promote the economic well-being of its members.

IBCA MISSION

1. To record and preserve the pedigrees of Irish Black and Irish Red cattle while maintaining the quality, value and integrity of the breed.
2. To provide beneficial services to promote the economic well-being and satisfaction of Irish Black Cattle Association members and their customers.
3. To develop programs, materials, curriculum, advertising, marketing, and publicity that will best promote the interests of Irish Black and Irish Red cattle.
4. To further the use in the American beef industry of Irish Black and Irish Red cattle.

IBCA VISION

The Irish Black Cattle Association will increase member and customer success by becoming widely known and recognized as producing the most efficient and cost effective genetics in the beef industry.

CORE VALUES

- *Irish Black and Irish Red cattle genetics will be preserved.
- *The Irish Black Cattle Association will be driven by honesty and integrity.
- *The Irish Black Cattle Association is a member oriented and directed organization.
- *The Irish Black Cattle Association will utilize partnerships to promote the success of the breed and its stakeholders.
- *The Irish Black Cattle Association will utilize the strategic planning process to prioritize our effort and guide our association.

THE STRATEGIC PLANNING PROCESS

Strategic planning was utilized by the Irish Black® Cattle Association Board of Directors to determine the organization's direction and the allocation of resources to pursue this vision. The Board of Directors held meetings in the spring of 2017 to clearly define organizational objectives and created long term and short term strategies to achieve those goals. The Board will periodically evaluate the progress of the strategic plan and make adjustments as necessary.

SHORT TERM OBJECTIVES & STRATEGIES

1. *Continue to complete registration applications in a timely manner
 - *Set up QuickBooks Accounting System
 - *Develop policies, procedures, processes & training manuals
 - *Secure administrative staff and/or executive Director
 - * Budget Development
 - *Membership newsletter to be emailed periodically
2. *Hire CPA to complete 501(c)3 application

Short-term objectives will be reviewed every 1-3 months by the IBCA Board of Directors.

LONG TERM OBJECTIVES & STRATEGIES

Fundraising Committee (implement after 501(c)3 application is secured)

- *Grants
- *Donations

Review long term objectives will be reviewed every 1-3 months by IBCA Board of Directors.