



Interbull Steering Committee Chair's Report

Matthew Shaffer
August 2020



THE GLOBAL STANDARD
FOR LIVESTOCK DATA



Network. Guidelines. Certification.





Business Meeting Agenda ²⁰¹⁹

1. Welcome and adoption of agenda
2. ICAR, Interbull and Interbull Centre
3. Interbull Centre Report
4. Interbull Dairy Services (Evaluations and Validation)
5. Dairy R&D
6. Interbull Technical Committee Report
7. Governance
8. Patent for Artificial Selection Method and Reagents ("AVS patent")
9. BeefxDairy
10. Infrastructure Developments
11. Approaching new grounds
12. Future Events
13. Other Matters
14. Close





Outline for today

- Governance
- Strategic Plan Overview
- Science presentations
- Dinner and great conversation



Governance

Steering Committee Membership



Network. Guidelines. Certification.





Steering Committee Rotation

| Name | Country | (Re)elected | End of Term |
|----------------------|-------------|-------------|-------------|
| Enrico Santus | Italy | 2016 | 2020 |
| Marija Klopčič | Slovenia | 2017 | 2021 |
| Brian Van Doormaal | Canada | 2017 | 2021 |
| Gordon Doak | USA | 2017 | 2021 |
| Matthew Shaffer | Australia | 2017 | 2021 |
| Sophie Mattalia | France | 2018 | 2022 |
| Gert Pedersen Aamand | Denmark | 2019 | 2023 |
| Urs Schnyder | Switzerland | 2019 | 2023 |
| Gerben de Jong | Netherlands | 2019 | 2023 |



2020 - 2023 Strategic Plan

August 2020



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Background

Strategic planning purpose:

- Establish Interbull's direction for the next three-five years
- Set out goals and objectives in line with the vision and mission statements
- Consolidate the gains made under the previous Strategic Plans
- Identify areas for investment to strengthen capability and services



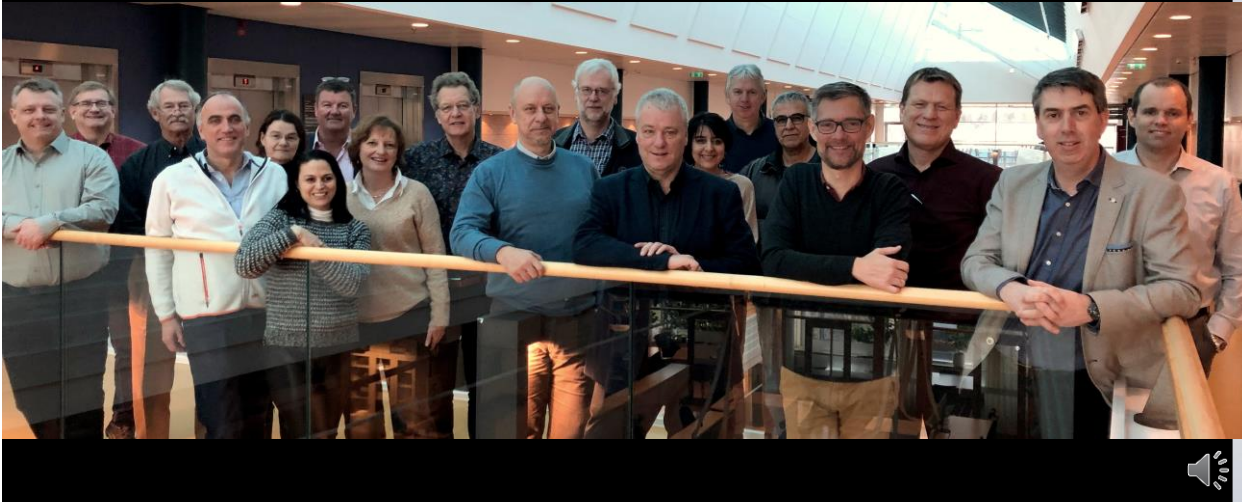
Process

- Review of previous Strategic Plans (November 2019)
- Online Survey of Interbull and Interbeef Stakeholders (December 2019)
 - Clarify vision and mission
 - Identify SWOT
 - Review relevance of previous objectives



Strategic Planning Meeting (January 2020)

Representatives from Interbull Steering Committee (SC), Interbull Technical Committee (ITC), ICAR, Interbull Centre, Interbeef, Interbull service users



Process

- Review of previous Strategic Plans (November 2019)
- Online Survey of Interbull Stakeholders (December 2019)
 - Clarify vision and mission
 - Identify SWOT
 - Review relevance of previous objectives
- Strategic Planning Meeting (January 2020)
 - Representatives from Interbull Steering Committee (SC), Interbull Technical Committee (ITC), ICAR, Interbull Centre, Interbeef, Interbull service users
- Writing, review and finalization of Strategic Plan (February/March 2020)





Interbull Vision and Mission

Vision Statement:

To be the worldwide network providing information services for the genetic improvement of livestock.

Mission Statement:

To enhance livestock genetic improvement through international data exchange and best methods development.



2020-2023 Strategic Plan - Goals



Meeting future data service needs



Defining a new traits pipeline



Providing international evaluations in the genomic era



Continuously improving core services



Strengthening governance



Driving branding and marketing





Meeting future data service needs



OBJECTIVES

- Maintain existing data exchange services
- Expand data sharing
- Understand and meet future data needs

ACTIVITIES

- Continue to deliver and improve data exchange services
- Conduct needs analysis to understand future data exchange requirements
- Leverage infrastructure and capability to expand data services
- Use data science and collaboration with other data users to meet future needs



Defining a new traits pipeline



OBJECTIVES

- Identify the key decision factors
- Define the service need
- Define a business model and the relevant fee structure

ACTIVITIES

Appoint a Working Group to:

- Identify key decision factors for advancing any trait
- Define the service need and the required pipeline (infrastructure, programs, methodology)
- Define and develop a business case





Providing international evaluations in the genomic era



OBJECTIVES

- Provide international genomic information
- Develop a system where all data can be used in one single step model
- Develop new methodologies

ACTIVITIES

- Provide international genomic information as input into genomic evaluation (short-term action)
- Develop system for optimal use of genomic and conventional information
- Develop new methodologies and validations to handle the impact of genomic pre-selection



Continuously improving core services



OBJECTIVES

- Assess service user satisfaction and needs
- Review and adjust methods and tools

ACTIVITIES

- Frequently assess customer satisfaction, needs and demands
- Regularly review and adjust methods and tools
- Regularly review results and update programming if required





Strengthening governance



OBJECTIVES

- Develop faster, more transparent decision-making
- Maintain a fit-for-purpose governance structure

ACTIVITIES

- Shorten decision-making processes
- Communicate decisions more quickly and effectively
- Review existing governance model and committee / sub-group relationships
- Implement any required changes with endorsement of ICAR and service users
- Ensure Interbull Centre has capacity to provide support



Driving branding and marketing



OBJECTIVES

- Clearly define Interbull's value proposition
- Improve communication and marketing

ACTIVITIES

- Develop communications and marketing plan
- Better describe current (and future) services on offer
- Define value of Interbull's core services
- Use market or audience segmentation to target messages
- Stakeholder surveys or interviews as required





Interbull 2020 – 2023 Strategic Plan

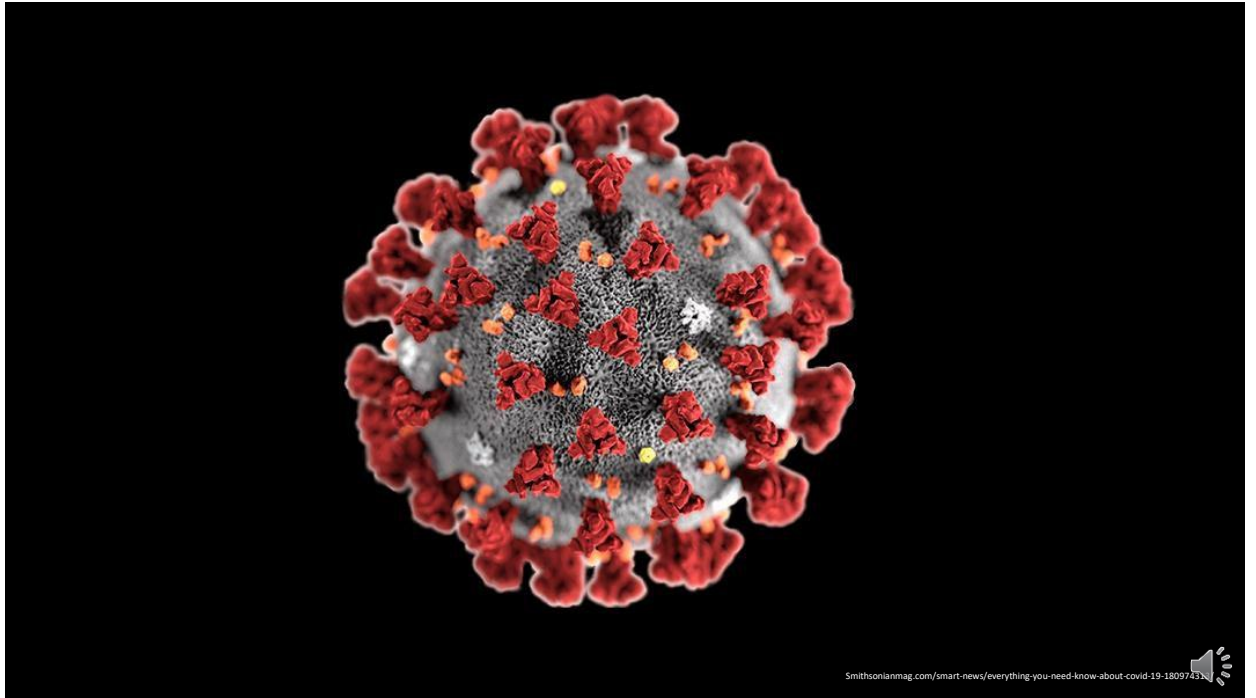


Copy of Strategic Plan available at <https://interbull.org/ib/itbcreports>



tag.me/socialmedia/stop-saying-thanks-on-social-media/





[Smithsonianmag.com/smart-news/everything-you-need-know-about-covid-19-18097433/](https://www.smithsonianmag.com/smart-news/everything-you-need-know-about-covid-19-18097433/)

