



BOARD MINUTES

11 November 2020

Present: Carlice Cutright, Caryn DeRochie, Greg Dike, Tim Hardy, Vance Hawk, Ruth Higdon, Erin Powell

Absent: Brad Peterson, Brenda Winter

Visitors: Eddie Hadjes, Melissa Holt, Scott Roy, Jamie Sorum, Robert Stuplich, Una Taylor,

Ruth Higdon gave the Treasurer's report. There is currently \$6203.79 in Association accounts.

A few issues were discussed regarding the new website. All USYAKS members who wish to log in to the website must have their USYAKS membership validated. The first time a member logs in, they will need to be approved by one of the webmasters. This process will take less than 24 hours. Other specific issues were discussed:

The Links to Facebook and Instagram need to be fixed.

The materials regarding the meat certification program need to be rewritten. (Responsibility: Hardy, Hawk, Peterson)

The menus on the top of the home page need to be restructured. (Responsibility: Hardy, Hawk, Taylor)

The webpage exhibiting yaks for sale needs some infrastructure work. (Responsibility: Powell)

The Board discussed some specific aspects of the meat certification program. The program was initiated to ensure that all yak meat bearing the USDA triangle stamp and the USYAKS certification medallion originated from DNA tested full-blooded yaks. The USDA circle stamp, has requirements that differ from USDA triangle stamp requirements. In particular, yak meat bearing the USDA circle stamp is required to be blended with 3% beef when used for flavored jerky. USYAKS will need consider how the USYAKS medallion program can be expanded to include the USDA circle stamp requirements for these jerkies.

The Board discussed the nature of the associations webpage that exhibits member's yak for sale. Ideas included: having expiry dates for posted yaks, and building a template so that posts can be created with minimal webmaster interaction. Erin Powell will work with Eddie Hadjes on this project.

Greg Dike discussed an ongoing university forage study at his ranch. This is a controlled study examining weight gain associated with four different forages. The study will be expanded to include work with trace minerals.

Dike also indicated that he was writing grants to further USYAKS knowledge and improve USYAKS practices regarding artificial insemination.

There was a brief discussion about having a lifetime membership category for the association. Since there was no pressing need for immediate action, the discussion was tabled.



The Board discussed a few aspects of marketing, both for the association and for individual ranches. The print marketing discussion from the previous Board meeting was briefly reviewed. Rob Williams expressed a desire to help with marketing. Williams volunteered to set up a survey using Survey Monkey, for the purpose of pinpointing marketing needs of members.